

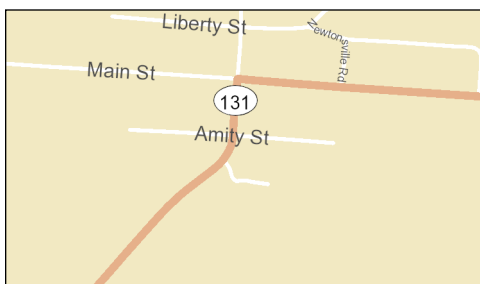
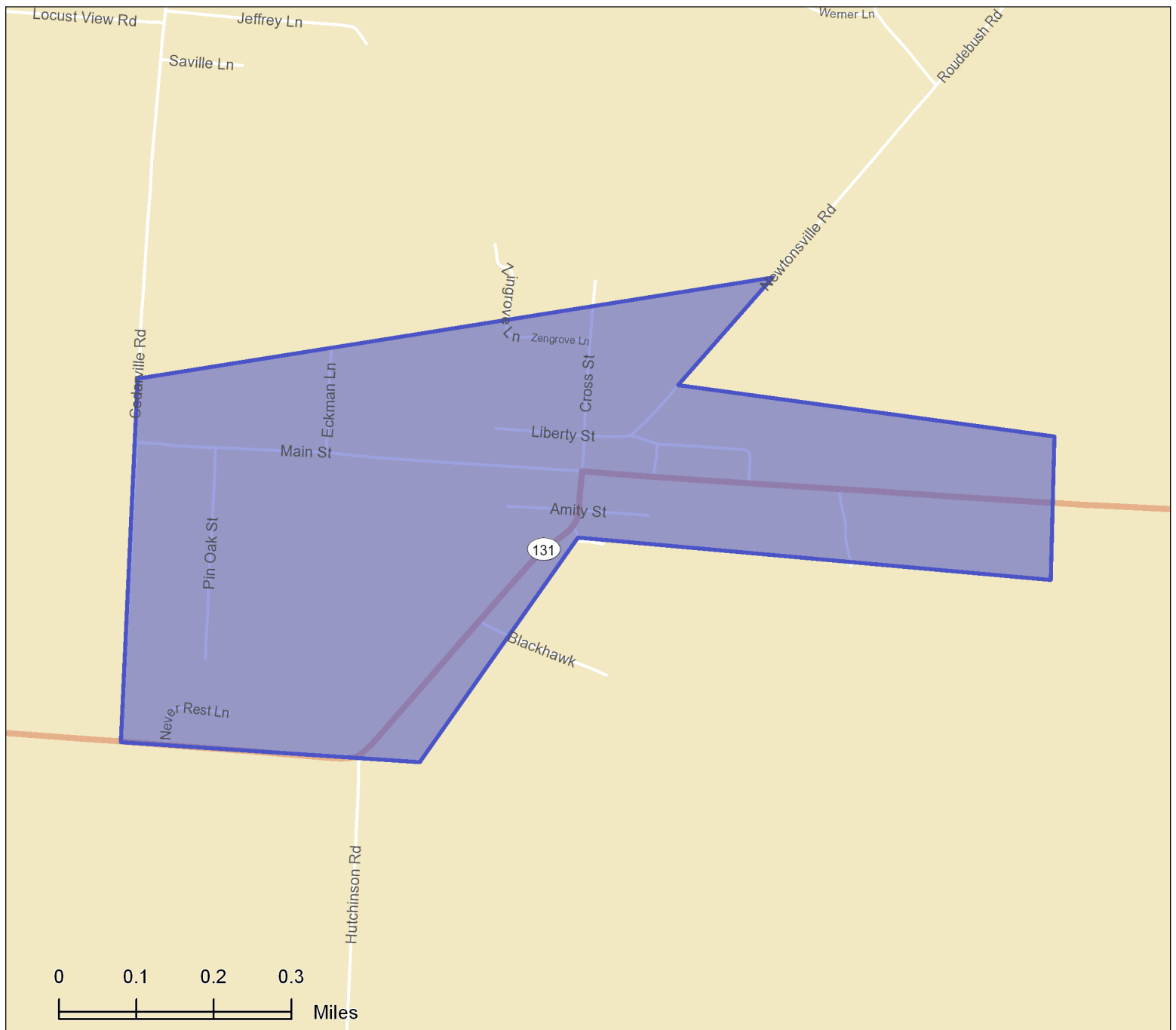


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Site Map

Newtonsville, OH
Standard Geography

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March 27, 2012



Market Profile

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

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Newtonsville village, OH ...

Population Summary

2000 Total Population	492
2000 Group Quarters	0
2010 Total Population	505
2015 Total Population	512
2010-2015 Annual Rate	0.28%

Household Summary

2000 Households	175
2000 Average Household Size	2.81
2010 Households	184
2010 Average Household Size	2.74
2015 Households	187
2015 Average Household Size	2.74
2010-2015 Annual Rate	0.32%
2000 Families	137
2000 Average Family Size	3.15
2010 Families	146
2010 Average Family Size	3.08
2015 Families	148
2015 Average Family Size	3.08
2010-2015 Annual Rate	0.27%

Housing Unit Summary

2000 Housing Units	180
Owner Occupied Housing Units	76.1%
Renter Occupied Housing Units	21.1%
Vacant Housing Units	2.8%
2010 Housing Units	192
Owner Occupied Housing Units	82.3%
Renter Occupied Housing Units	13.5%
Vacant Housing Units	4.2%
2015 Housing Units	199
Owner Occupied Housing Units	80.4%
Renter Occupied Housing Units	13.6%
Vacant Housing Units	6.0%

Median Household Income

2000	\$42,937
2010	\$56,601
2015	\$62,676

Median Home Value

2000	\$86,250
2010	\$122,685
2015	\$136,310

Per Capita Income

2000	\$18,715
2010	\$22,213
2015	\$25,035

Median Age

2000	33.9
2010	39.4
2015	40.6

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Households by Income

Household Income Base	146
<\$15,000	15.8%
\$15,000 - \$24,999	9.6%
\$25,000 - \$34,999	9.6%
\$35,000 - \$49,999	24.0%
\$50,000 - \$74,999	22.6%
\$75,000 - \$99,999	12.3%
\$100,000 - \$149,999	2.7%
\$150,000 - \$199,999	2.1%
\$200,000+	1.4%
Average Household Income	\$50,714

2010 Households by Income

Household Income Base	185
<\$15,000	8.1%
\$15,000 - \$24,999	8.1%
\$25,000 - \$34,999	8.1%
\$35,000 - \$49,999	17.3%
\$50,000 - \$74,999	28.6%
\$75,000 - \$99,999	17.3%
\$100,000 - \$149,999	9.2%
\$150,000 - \$199,999	1.6%
\$200,000+	1.6%
Average Household Income	\$62,422

2015 Households by Income

Household Income Base	186
<\$15,000	6.5%
\$15,000 - \$24,999	5.9%
\$25,000 - \$34,999	5.9%
\$35,000 - \$49,999	12.9%
\$50,000 - \$74,999	31.7%
\$75,000 - \$99,999	19.9%
\$100,000 - \$149,999	13.4%
\$150,000 - \$199,999	2.2%
\$200,000+	1.6%
Average Household Income	\$70,945

2000 Owner Occupied Housing Units by Value

Total	121
<\$50,000	10.7%
\$50,000 - \$99,999	64.5%
\$100,000 - \$149,999	24.8%
\$150,000 - \$199,999	0.0%
\$200,000 - \$299,999	0.0%
\$300,000 - \$499,999	0.0%
\$500,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$84,607

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	30
With Cash Rent	100.0%
No Cash Rent	0.0%
Median Rent	\$375
Average Rent	\$367

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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ECONOMIC DEVELOPMENT

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2000 Population by Age

Total	492
0 - 4	9.1%
5 - 9	6.7%
10 - 14	5.5%
15 - 24	14.2%
25 - 34	16.5%
35 - 44	18.1%
45 - 54	14.2%
55 - 64	7.5%
65 - 74	4.5%
75 - 84	2.4%
85 +	1.2%
18 +	72.0%

2010 Population by Age

Total	503
0 - 4	6.8%
5 - 9	7.6%
10 - 14	7.8%
15 - 24	11.5%
25 - 34	10.9%
35 - 44	14.1%
45 - 54	17.3%
55 - 64	13.1%
65 - 74	7.2%
75 - 84	3.0%
85 +	0.8%
18 +	72.7%

2015 Population by Age

Total	514
0 - 4	6.2%
5 - 9	7.0%
10 - 14	8.0%
15 - 24	12.3%
25 - 34	9.9%
35 - 44	12.3%
45 - 54	15.2%
55 - 64	16.0%
65 - 74	8.8%
75 - 84	3.5%
85 +	1.0%
18 +	74.6%

2000 Population by Sex

Males	50.0%
Females	50.0%

2010 Population by Sex

Males	49.7%
Females	50.3%

2015 Population by Sex

Males	49.0%
Females	51.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Newtonsville, OH
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Newtonsville village, OH ...

2000 Population by Race/Ethnicity

Total	492
White Alone	99.6%
Black Alone	0.0%
American Indian Alone	0.0%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	0.0%
Two or More Races	0.2%
Hispanic Origin	0.4%
Diversity Index	1.6

2010 Population by Race/Ethnicity

Total	503
White Alone	98.0%
Black Alone	0.8%
American Indian Alone	0.0%
Asian or Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	1.2%
Hispanic Origin	0.4%
Diversity Index	5.4

2015 Population by Race/Ethnicity

Total	511
White Alone	97.7%
Black Alone	1.0%
American Indian Alone	0.0%
Asian or Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	1.4%
Hispanic Origin	0.6%
Diversity Index	6.1

2000 Population 3+ by School Enrollment

Total	385
Enrolled in Nursery/Preschool	3.6%
Enrolled in Kindergarten	1.6%
Enrolled in Grade 1-8	8.3%
Enrolled in Grade 9-12	5.2%
Enrolled in College	3.4%
Enrolled in Grad/Prof School	0.0%
Not Enrolled in School	77.9%

2010 Population 25+ by Educational Attainment

Total	336
Less Than 9th Grade	4.8%
9th to 12th Grade, No Diploma	13.7%
High School Graduate	47.9%
Some College, No Degree	15.5%
Associate Degree	6.0%
Bachelor's Degree	7.4%
Graduate/Professional Degree	4.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Population 15+ by Marital Status

Total	393
Never Married	23.7%
Married	60.1%
Widowed	4.8%
Divorced	11.5%

2000 Population 16+ by Employment Status

Total	313
In Labor Force	61.3%
Civilian Employed	58.8%
Civilian Unemployed	2.6%
In Armed Forces	0.0%
Not In Labor Force	38.7%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	89.1%
Civilian Unemployed	10.9%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	91.2%
Civilian Unemployed	8.8%

2000 Females 16+ by Employment Status and Age of Children

Total	153
Own Children < 6 Only	4.6%
Employed/in Armed Forces	4.6%
Unemployed	0.0%
Not in Labor Force	0.0%
Own Children <6 and 6-17 Only	13.7%
Employed/in Armed Forces	6.5%
Unemployed	0.0%
Not in Labor Force	7.2%
Own Children 6-17 Only	15.0%
Employed/in Armed Forces	9.8%
Unemployed	0.0%
Not in Labor Force	5.2%
No Own Children < 18	66.7%
Employed/in Armed Forces	32.7%
Unemployed	0.0%
Not in Labor Force	34.0%

2010 Employed Population 16+ by Industry

Total	227
Agriculture/Mining	0.9%
Construction	9.3%
Manufacturing	18.1%
Wholesale Trade	4.8%
Retail Trade	15.9%
Transportation/Utilities	3.5%
Information	1.3%
Finance/Insurance/Real Estate	6.2%
Services	37.0%
Public Administration	3.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Newtonsville village, OH ...

2010 Employed Population 16+ by Occupation

Total	227
White Collar	45.8%
Management/Business/Financial	8.4%
Professional	11.5%
Sales	11.5%
Administrative Support	14.5%
Services	18.5%
Blue Collar	35.7%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	9.3%
Installation/Maintenance/Repair	6.2%
Production	11.9%
Transportation/Material Moving	8.4%

2000 Workers 16+ by Means of Transportation to Work

Total	179
Drove Alone - Car, Truck, or Van	81.6%
Carpooled - Car, Truck, or Van	11.2%
Public Transportation	3.9%
Walked	2.2%
Other Means	0.0%
Worked at Home	1.1%

2000 Workers 16+ by Travel Time to Work

Total	179
Did not Work at Home	98.9%
Less than 5 minutes	2.2%
5 to 9 minutes	5.0%
10 to 19 minutes	16.8%
20 to 24 minutes	11.2%
25 to 34 minutes	21.8%
35 to 44 minutes	10.1%
45 to 59 minutes	17.9%
60 to 89 minutes	12.8%
90 or more minutes	1.1%
Worked at Home	1.1%
Average Travel Time to Work (in min)	32.4

2000 Households by Vehicles Available

Total	151
None	5.3%
1	23.2%
2	38.4%
3	16.6%
4	14.6%
5+	2.0%
Average Number of Vehicles Available	2.2

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Households by Type

Total	175
Family Households	78.3%
Married-couple Family	65.7%
With Related Children	32.6%
Other Family (No Spouse)	12.6%
With Related Children	9.1%
Nonfamily Households	21.7%
Householder Living Alone	17.1%
Householder Not Living Alone	4.6%
Households with Related Children	41.7%
Households with Persons 65+	17.1%

2000 Households by Size

Total	175
1 Person Household	17.1%
2 Person Household	34.9%
3 Person Household	18.9%
4 Person Household	16.0%
5 Person Household	8.6%
6 Person Household	2.9%
7 + Person Household	1.7%

2000 Households by Year Householder Moved In

Total	151
Moved in 1999 to March 2000	14.6%
Moved in 1995 to 1998	19.2%
Moved in 1990 to 1994	20.5%
Moved in 1980 to 1989	19.9%
Moved in 1970 to 1979	13.9%
Moved in 1969 or Earlier	11.9%
Median Year Householder Moved In	1991

2000 Housing Units by Units in Structure

Total	159
1, Detached	71.7%
1, Attached	1.3%
2	0.0%
3 or 4	1.9%
5 to 9	12.0%
10 to 19	0.0%
20 +	0.0%
Mobile Home	13.2%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	159
1999 to March 2000	0.0%
1995 to 1998	6.9%
1990 to 1994	1.9%
1980 to 1989	10.7%
1970 to 1979	14.5%
1969 or Earlier	66.0%
Median Year Structure Built	1958

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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ECONOMIC DEVELOPMENT

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Newtonsville village, OH ...

Top 3 Tapestry Segments

1. Salt of the Earth
- 2.
- 3.

2010 Consumer Spending

Apparel & Services: Total \$	\$263,538
Average Spent	\$1,432.27
Spending Potential Index	60
Computers & Accessories: Total \$	\$35,491
Average Spent	\$192.88
Spending Potential Index	88
Education: Total \$	\$201,378
Average Spent	\$1,094.45
Spending Potential Index	90
Entertainment/Recreation: Total \$	\$562,165
Average Spent	\$3,055.25
Spending Potential Index	95
Food at Home: Total \$	\$756,112
Average Spent	\$4,109.30
Spending Potential Index	92
Food Away from Home: Total \$	\$522,861
Average Spent	\$2,841.64
Spending Potential Index	88
Health Care: Total \$	\$712,891
Average Spent	\$3,874.41
Spending Potential Index	104
HH Furnishings & Equipment: Total \$	\$299,236
Average Spent	\$1,626.28
Spending Potential Index	79
Investments: Total \$	\$357,583
Average Spent	\$1,943.38
Spending Potential Index	112
Retail Goods: Total \$	\$4,163,536
Average Spent	\$22,627.91
Spending Potential Index	91
Shelter: Total \$	\$2,332,781
Average Spent	\$12,678.16
Spending Potential Index	80
TV/Video/Audio: Total \$	\$206,650
Average Spent	\$1,123.10
Spending Potential Index	90
Travel: Total \$	\$298,512
Average Spent	\$1,622.35
Spending Potential Index	86
Vehicle Maintenance & Repairs: Total \$	\$160,397
Average Spent	\$871.72
Spending Potential Index	92

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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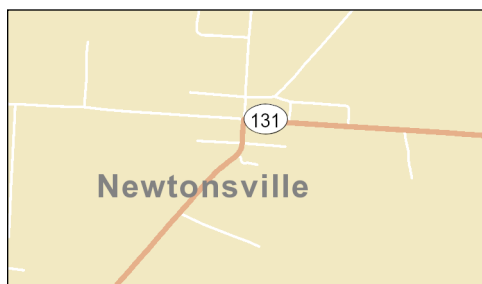
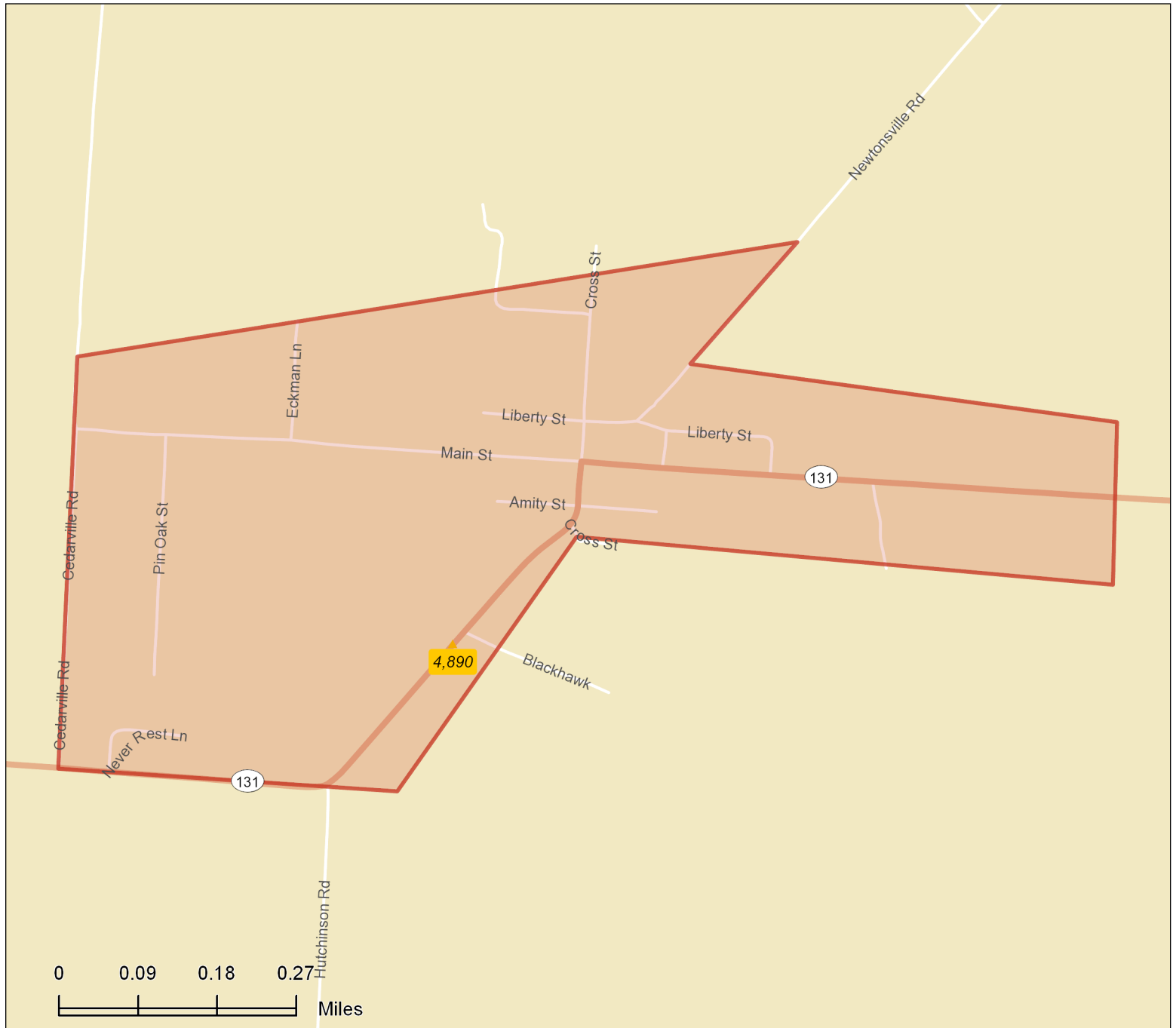
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Traffic Count Map

Newtonsville, OH

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Average Daily Traffic Volume
▲ Up to 6,000 vehicles per day
▲ 6,001 - 15,000
▲ 15,001 - 30,000
▲ 30,001 - 50,000
▲ 50,001 - 100,000
▲ More than 100,000 per day



Source: ©2011 MPSI (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®

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Business Summary

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

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Data for all businesses in area			Newtonsville village, OH ...	
Total Businesses:			10	
Total Employees:			83	
Total Residential Population:			505	
Employee/Residential Population Ratio:			0.16	
by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	0	0.0%	0	0.0%
Construction	0	0.0%	0	0.0%
Manufacturing	0	0.0%	0	0.0%
Transportation	1	10.0%	2	2.4%
Communication	0	0.0%	0	0.0%
Utility	0	0.0%	0	0.0%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade Summary	3	30.0%	9	10.8%
Home Improvement	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%
Food Stores	3	30.0%	9	10.8%
Auto Dealers, Gas Stations, Auto Aftermarket	0	0.0%	0	0.0%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	0	0.0%	0	0.0%
Miscellaneous Retail	0	0.0%	0	0.0%
Finance, Insurance, Real Estate Summary	1	10.0%	0	0.0%
Banks, Savings & Lending Institutions	1	10.0%	0	0.0%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices	0	0.0%	0	0.0%
Services Summary	2	20.0%	15	18.1%
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	1	10.0%	1	1.2%
Motion Pictures & Amusements	0	0.0%	0	0.0%
Health Services	1	10.0%	14	16.9%
Legal Services	0	0.0%	0	0.0%
Education Institutions & Libraries	0	0.0%	0	0.0%
Other Services	0	0.0%	0	0.0%
Government	3	30.0%	57	68.7%
Other	0	0.0%	0	0.0%
Totals	10	100%	83	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

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Business Summary

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	0	0.0%	0	0.0%
Manufacturing	0	0.0%	0	0.0%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade	3	30.0%	9	10.8%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%
Food & Beverage Stores	3	30.0%	9	10.8%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations	0	0.0%	0	0.0%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%
Miscellaneous Store Retailers	0	0.0%	0	0.0%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	1	10.0%	2	2.4%
Information	0	0.0%	0	0.0%
Finance & Insurance	1	10.0%	0	0.0%
Central Bank/Credit Intermediation & Related Activities	1	10.0%	0	0.0%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	0	0.0%	0	0.0%
Professional, Scientific & Tech Services	0	0.0%	0	0.0%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	0	0.0%	0	0.0%
Educational Services	0	0.0%	0	0.0%
Health Care & Social Assistance	1	10.0%	14	16.9%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%
Accommodation & Food Services	0	0.0%	0	0.0%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	0	0.0%	0	0.0%
Other Services (except Public Administration)	1	10.0%	1	1.2%
Automotive Repair & Maintenance	1	10.0%	1	1.2%
Public Administration	3	30.0%	57	68.7%
Unclassified Establishments	0	0.0%	0	0.0%
Total	10	100%	83	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

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Retail MarketPlace Profile

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

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Summary Demographics

2010 Population	505
2010 Households	184
2010 Median Disposable Income	\$43,636
2010 Per Capita Income	\$22,213

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$4,499,095	\$334,736	\$4,164,359	86.2	3
Total Retail Trade	44-45	\$3,888,805	\$334,736	\$3,554,069	84.1	3
Total Food & Drink	722	\$610,290	\$0	\$610,290	100.0	0

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$908,937	\$0	\$908,937	100.0	0
Automobile Dealers	4411	\$761,750	\$0	\$761,750	100.0	0
Other Motor Vehicle Dealers	4412	\$79,898	\$0	\$79,898	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$67,289	\$0	\$67,289	100.0	0
Furniture & Home Furnishings Stores	442	\$60,118	\$0	\$60,118	100.0	0
Furniture Stores	4421	\$29,498	\$0	\$29,498	100.0	0
Home Furnishings Stores	4422	\$30,620	\$0	\$30,620	100.0	0
Electronics & Appliance Stores	4431	\$154,173	\$0	\$154,173	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$144,536	\$0	\$144,536	100.0	0
Bldg Material & Supplies Dealers	4441	\$134,817	\$0	\$134,817	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$9,719	\$0	\$9,719	100.0	0
Food & Beverage Stores	445	\$677,282	\$334,736	\$342,546	33.8	3
Grocery Stores	4451	\$650,742	\$228,450	\$422,292	48.0	2
Specialty Food Stores	4452	\$9,591	\$106,286	\$-96,695	-83.4	1
Beer, Wine & Liquor Stores	4453	\$16,949	\$0	\$16,949	100.0	0
Health & Personal Care Stores	446,4461	\$82,531	\$0	\$82,531	100.0	0
Gasoline Stations	447,4471	\$695,959	\$0	\$695,959	100.0	0
Clothing & Clothing Accessories Stores	448	\$102,016	\$0	\$102,016	100.0	0
Clothing Stores	4481	\$73,854	\$0	\$73,854	100.0	0
Shoe Stores	4482	\$16,278	\$0	\$16,278	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$11,884	\$0	\$11,884	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$17,901	\$0	\$17,901	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$14,176	\$0	\$14,176	100.0	0
Book, Periodical & Music Stores	4512	\$3,725	\$0	\$3,725	100.0	0
General Merchandise Stores	452	\$623,351	\$0	\$623,351	100.0	0
Department Stores Excluding Leased Depts.	4521	\$261,227	\$0	\$261,227	100.0	0
Other General Merchandise Stores	4529	\$362,124	\$0	\$362,124	100.0	0
Miscellaneous Store Retailers	453	\$57,377	\$0	\$57,377	100.0	0
Florists	4531	\$3,656	\$0	\$3,656	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$18,403	\$0	\$18,403	100.0	0
Used Merchandise Stores	4533	\$1,120	\$0	\$1,120	100.0	0
Other Miscellaneous Store Retailers	4539	\$34,198	\$0	\$34,198	100.0	0
Nonstore Retailers	454	\$364,624	\$0	\$364,624	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$329,769	\$0	\$329,769	100.0	0
Vending Machine Operators	4542	\$488	\$0	\$488	100.0	0
Direct Selling Establishments	4543	\$34,367	\$0	\$34,367	100.0	0
Food Services & Drinking Places	722	\$610,290	\$0	\$610,290	100.0	0
Full-Service Restaurants	7221	\$215,066	\$0	\$215,066	100.0	0
Limited-Service Eating Places	7222	\$341,423	\$0	\$341,423	100.0	0
Special Food Services	7223	\$42,815	\$0	\$42,815	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$10,986	\$0	\$10,986	100.0	0

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

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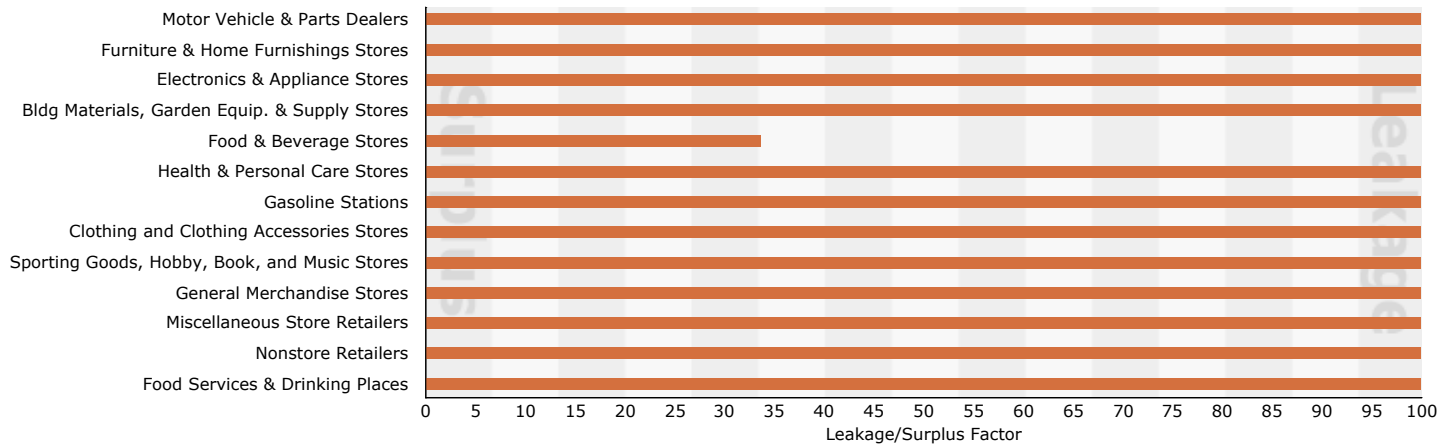


Retail MarketPlace Profile

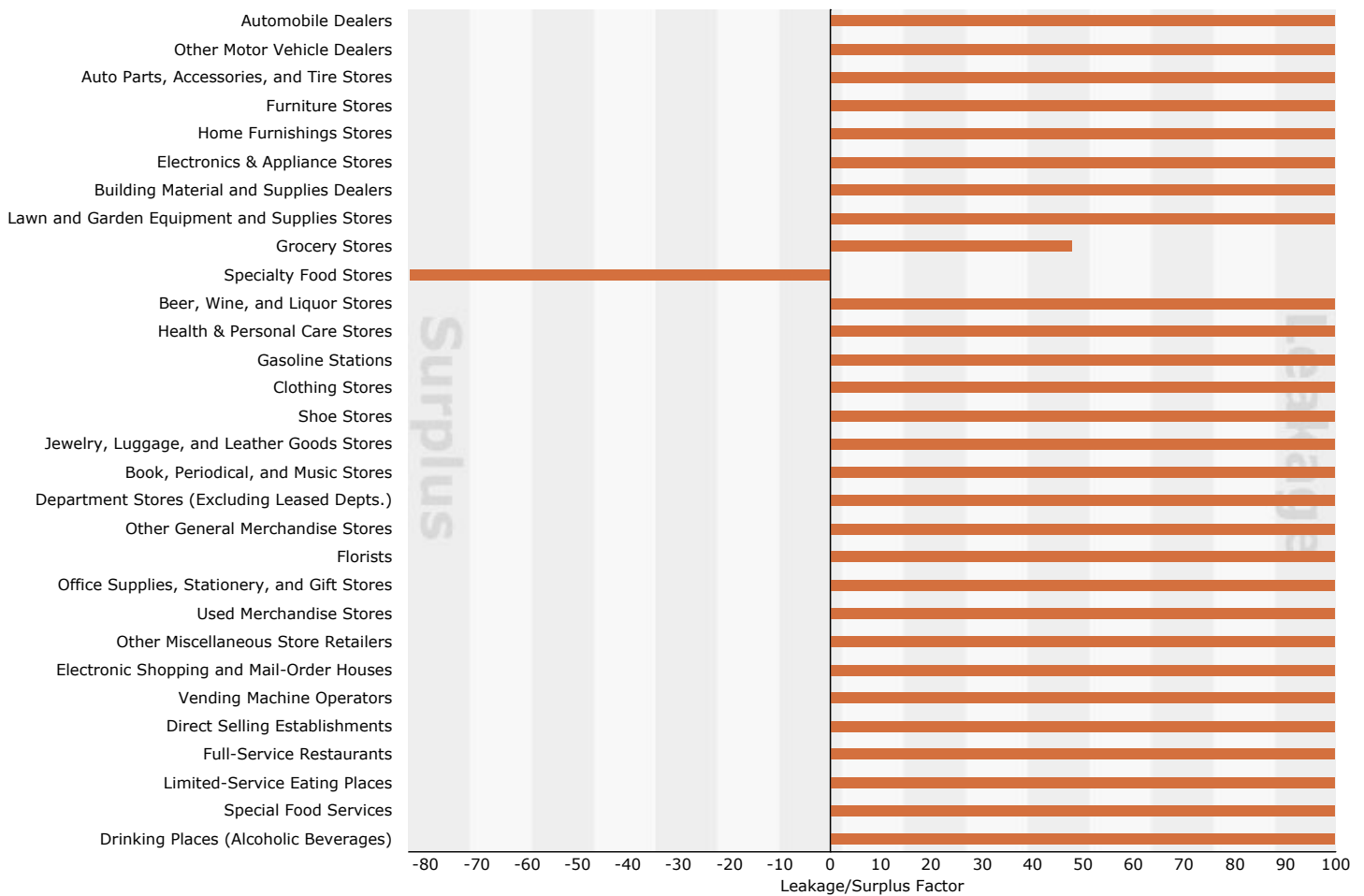
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Newtonsville village, OH (3955664)
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

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Retail Market Potential

Newtonsville, OH
Newtonsville village, OH (3955664)
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Demographic Summary		2010	2015
Population		505	512
Total Number of Adults		367	382
Households		184	187
Median Household Income		\$56,601	\$62,676

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	190	51.8%	104
Bought any women's apparel in last 12 months	171	46.6%	102
Bought apparel for child <13 in last 6 months	91	24.8%	87
Bought any shoes in last 12 months	187	51.0%	98
Bought costume jewelry in last 12 months	66	18.0%	86
Bought any fine jewelry in last 12 months	66	18.0%	82
Bought a watch in last 12 months	67	18.3%	94
Automobiles (Households)			
HH owns/leases any vehicle	168	91.3%	106
HH bought/leased new vehicle last 12 mo	16	8.7%	91
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	341	92.9%	107
Bought/changed motor oil in last 12 months	240	65.4%	125
Had tune-up in last 12 months	105	28.6%	92
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	190	51.8%	84
Drank regular cola in last 6 months	195	53.1%	104
Drank beer/ale in last 6 months	136	37.1%	87
Cameras & Film (Adults)			
Bought any camera in last 12 months	51	13.9%	108
Bought film in last 12 months	85	23.2%	121
Bought digital camera in last 12 months	23	6.3%	92
Bought memory card for camera in last 12 months	21	5.7%	75
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	129	35.2%	99
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	88	24.0%	112
Avg monthly cell/mobile phone/PDA bill: \$50-99	109	29.7%	92
Avg monthly cell/mobile phone/PDA bill: \$100+	75	20.4%	97
Computers (Households)			
HH owns a personal computer	125	67.9%	92
Spent <\$500 on most recent home PC purchase	15	8.2%	94
Spent \$500-\$999 on most recent home PC purchase	37	20.1%	113
Spent \$1000-\$1499 on most recent home PC purchase	23	12.5%	96
Spent \$1500-\$1999 on most recent home PC purchase	8	4.3%	61
Spent \$2000+ on most recent home PC purchase	9	4.9%	79

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Newtonsville, OH
Newtonsville village, OH (3955664)
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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	224	61.0%	101
Bought cigarettes at convenience store in last 30 days	61	16.6%	107
Bought gas at convenience store in last 30 days	156	42.5%	127
Spent at convenience store in last 30 days: <\$20	25	6.8%	71
Spent at convenience store in last 30 days: \$20-39	33	9.0%	88
Spent at convenience store in last 30 days: \$40+	156	42.5%	118
Entertainment (Adults)			
Attended movies in last 6 months	180	49.0%	83
Went to live theater in last 12 months	27	7.4%	56
Went to a bar/night club in last 12 months	68	18.5%	97
Dined out in last 12 months	179	48.8%	99
Gambled at a casino in last 12 months	43	11.7%	73
Visited a theme park in last 12 months	65	17.7%	82
DVDs rented in last 30 days: 1	5	1.4%	51
DVDs rented in last 30 days: 2	13	3.5%	77
DVDs rented in last 30 days: 3	6	1.6%	51
DVDs rented in last 30 days: 4	9	2.5%	63
DVDs rented in last 30 days: 5+	47	12.8%	97
DVDs purchased in last 30 days: 1	16	4.4%	88
DVDs purchased in last 30 days: 2	16	4.4%	92
DVDs purchased in last 30 days: 3-4	12	3.3%	71
DVDs purchased in last 30 days: 5+	21	5.7%	110
Spent on toys/games in last 12 months: <\$50	27	7.4%	121
Spent on toys/games in last 12 months: \$50-\$99	14	3.8%	138
Spent on toys/games in last 12 months: \$100-\$199	25	6.8%	95
Spent on toys/games in last 12 months: \$200-\$499	35	9.5%	88
Spent on toys/games in last 12 months: \$500+	19	5.2%	90
Financial (Adults)			
Have home mortgage (1st)	70	19.1%	99
Used ATM/cash machine in last 12 months	162	44.1%	87
Own any stock	29	7.9%	86
Own U.S. savings bond	30	8.2%	119
Own shares in mutual fund (stock)	27	7.4%	78
Own shares in mutual fund (bonds)	15	4.1%	69
Used full service brokerage firm in last 12 months	16	4.4%	70
Have savings account	140	38.1%	105
Have 401K retirement savings	63	17.2%	97
Did banking over the Internet in last 12 months	81	22.1%	81
Own any credit/debit card (in own name)	267	72.8%	98
Avg monthly credit card expenditures: <\$111	68	18.5%	134
Avg monthly credit card expenditures: \$111-225	26	7.1%	91
Avg monthly credit card expenditures: \$226-450	27	7.4%	98
Avg monthly credit card expenditures: \$451-700	19	5.2%	81
Avg monthly credit card expenditures: \$701+	25	6.8%	51

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Newtonsville, OH
Newtonsville village, OH (3955664)
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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	261	71.1%	100
Used bread in last 6 months	360	98.1%	102
Used chicken/turkey (fresh or frozen) in last 6 months	276	75.2%	97
Used fish/seafood (fresh or frozen) in last 6 months	186	50.7%	96
Used fresh fruit/vegetables in last 6 months	326	88.8%	102
Used fresh milk in last 6 months	344	93.7%	103
Health (Adults)			
Exercise at home 2+ times per week	102	27.8%	93
Exercise at club 2+ times per week	22	6.0%	49
Visited a doctor in last 12 months	294	80.1%	103
Used vitamin/dietary supplement in last 6 months	162	44.1%	91
Home (Households)			
Any home improvement in last 12 months	65	35.3%	112
Used housekeeper/maid/prof HH cleaning service in the last 12 months	19	10.3%	66
Purchased any HH furnishing in last 12 months	47	25.5%	85
Purchased bedding/bath goods in last 12 months	94	51.1%	93
Purchased cooking/serving product in last 12 months	43	23.4%	85
Bought any kitchen appliance in last 12 months	31	16.8%	97
Insurance (Adults)			
Currently carry any life insurance	197	53.7%	112
Have medical/hospital/accident insurance	274	74.7%	104
Carry homeowner insurance	235	64.0%	121
Carry renter insurance	19	5.2%	84
Have auto/other vehicle insurance	327	89.1%	107
Pets (Households)			
HH owns any pet	123	66.8%	129
HH owns any cat	66	35.9%	149
HH owns any dog	95	51.6%	136
Reading Materials (Adults)			
Bought book in last 12 months	164	44.7%	89
Read any daily newspaper	173	47.1%	114
Heavy magazine reader	52	14.2%	71
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	252	68.7%	95
Went to family restaurant/steak house last mo: <2 times	95	25.9%	101
Went to family restaurant/steak house last mo: 2-4 times	92	25.1%	93
Went to family restaurant/steak house last mo: 5+ times	65	17.7%	91
Went to fast food/drive-in restaurant in last 6 mo	329	89.6%	101
Went to fast food/drive-in restaurant <6 times/mo	130	35.4%	101
Went to fast food/drive-in restaurant 6-13 times/mo	115	31.3%	108
Went to fast food/drive-in restaurant 14+ times/mo	84	22.9%	92
Fast food/drive-in last 6 mo: eat in	162	44.1%	117
Fast food/drive-in last 6 mo: home delivery	25	6.8%	65
Fast food/drive-in last 6 mo: take-out/drive-thru	208	56.7%	108
Fast food/drive-in last 6 mo: take-out/walk-in	70	19.1%	78

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Newtonsville, OH
Newtonsville village, OH (3955664)
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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	132	71.7%	111
HH average monthly long distance phone bill: <\$16	58	31.5%	114
HH average monthly long distance phone bill: \$16-25	24	13.0%	114
HH average monthly long distance phone bill: \$26-59	14	7.6%	83
HH average monthly long distance phone bill: \$60+	7	3.8%	86
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	28	15.2%	77
HH owns 2 TVs	53	28.8%	110
HH owns 3 TVs	47	25.5%	114
HH owns 4+ TVs	37	20.1%	96
HH subscribes to cable TV	63	34.2%	59
HH Purchased audio equipment in last 12 months	15	8.2%	84
HH Purchased CD player in last 12 months	6	3.3%	84
HH Purchased DVD player in last 12 months	16	8.7%	90
HH Purchased MP3 player in last 12 months	24	6.5%	64
HH Purchased video game system in last 12 months	17	9.2%	86
Travel (Adults)			
Domestic travel in last 12 months	178	48.5%	93
Took 3+ domestic trips in last 12 months	42	11.4%	77
Spent on domestic vacations last 12 mo: <\$1000	42	11.4%	91
Spent on domestic vacations last 12 mo: \$1000-\$1499	35	9.5%	142
Spent on domestic vacations last 12 mo: \$1500-\$1999	7	1.9%	47
Spent on domestic vacations last 12 mo: \$2000-\$2999	9	2.5%	59
Spent on domestic vacations last 12 mo: \$3000+	14	3.8%	75
Foreign travel in last 3 years	56	15.3%	59
Took 3+ foreign trips by plane in last 3 years	6	1.6%	34
Spent on foreign vacations last 12 mo: <\$1000	8	2.2%	37
Spent on foreign vacations last 12 mo: \$1000-\$2999	7	1.9%	47
Spent on foreign vacations last 12 mo: \$3000+	7	1.9%	39
Stayed 1+ nights at hotel/motel in last 12 months	139	37.9%	93

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

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Demographic Summary		2010	2015
Population		505	512
Population 18+		367	382
Households		184	187
Median Household Income		\$56,601	\$62,676
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	125	67.7%	92
Purchased home PC in last 12 months	21	11.4%	73
Purchased home PC 1-2 years ago	34	18.5%	82
Purchased home PC 3-4 years ago	39	21.1%	109
Purchased home PC 5+ years ago	23	12.4%	134
Spent <\$500 on home PC (most recent purchase)	15	8.2%	94
Spent \$500-999 on home PC (most recent purchase)	37	20.4%	113
Spent \$1000-1499 on home PC (most recent purchase)	23	12.6%	96
Spent \$1500-1999 on home PC (most recent purchase)	8	4.3%	61
Spent \$2000+ on home PC (most recent purchase)	9	5.1%	79
Purchased home PC at computer superstore	18	9.7%	77
Purchased home PC at department store	14	7.4%	154
Purchased home PC direct from manufacturer	27	14.6%	105
Purchased home PC at electronics store	18	10.0%	89
Purchased home PC on Internet	11	6.0%	70
Purchased home PC at warehouse discount outlet	3	1.4%	74
HH owns desktop PC	102	55.7%	96
HH owns laptop/notebook/tablet PC	37	20.1%	64
HH owns any Apple/Mac clone brand PC	5	2.9%	44
HH owns any IBM/IBM compatible brand PC	118	64.2%	95
Brand of PC that HH owns: Compaq	18	10.0%	115
Brand of PC that HH owns: Dell	56	30.2%	99
Brand of PC that HH owns: Gateway	10	5.2%	82
Brand of PC that HH owns: Hewlett Packard	24	13.2%	84
Brand of PC that HH owns: Sony Vaio	3	1.6%	56
Child (under 18) uses home PC	36	19.6%	93
HH owns CD burner	64	34.6%	94
HH owns CD ROM drive	72	39.3%	100
HH owns DVD drive	38	20.7%	83
HH owns DVD-RW (DVD burner)	32	17.5%	85
HH owns external hard drive	20	11.0%	77
HH owns flash drive	31	16.7%	82
HH owns LAN/network interface card	13	7.2%	64
HH owns inkjet printer	79	42.8%	101
HH owns laser printer	22	12.2%	87
HH owns modem/fax modem	41	22.2%	107
HH owns removable cartridge storage device	8	4.4%	75
HH owns scanner	57	30.9%	109
HH owns PC speakers	74	40.0%	97
HH owns tape backup	4	1.9%	82
HH owns webcam	16	8.9%	77
HH owns software: accounting	14	7.7%	86
HH owns software: communications/fax	13	6.9%	87
HH owns software: database/filing	15	8.0%	100
HH owns software: desktop publishing	19	10.4%	85

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Electronics and Internet Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	12	6.6%	65
HH owns software: entertainment/games	55	29.8%	103
HH owns software: online meeting/conference	2	1.3%	38
HH owns software: personal finance/tax prep	21	11.5%	81
HH owns software: presentation graphics	10	5.4%	68
HH owns software: multimedia	23	12.7%	82
HH owns software: networking	12	6.4%	58
HH owns software: security/anti-virus	48	25.9%	93
HH owns software: spreadsheet	34	18.7%	80
HH owns software: utility	8	4.1%	61
HH owns software: web authoring	3	1.4%	47
HH owns software: word processing	52	28.4%	84
Spent \$500+ on software for home PC in last 12 mo	2	1.3%	45
Purchased computer book in last 12 months	2	1.3%	25
HH owns fax machine	9	4.9%	81
Purchased audio equipment in last 12 months	15	8.1%	84
Purchased headphones in last 12 months	5	2.5%	68
HH owns camcorder	37	20.2%	103
Purchased camcorder in last 12 months	3	1.8%	77
HH owns CD player	85	46.1%	100
Purchased CD player in last 12 months	6	3.4%	84
HH owns DVD player	122	66.3%	100
Purchased DVD player in last 12 months	16	8.9%	90
HH owns 1 TV	28	15.3%	77
HH owns 2 TVs	53	28.9%	110
HH owns 3 TVs	47	25.3%	114
HH owns 4+ TVs	37	20.1%	96
HH owns miniature screen TV (<13 in)	19	10.5%	130
Most recent TV purchase: miniature screen (<13 in)	6	3.1%	118
HH owns regular screen TV (13-26 in)	90	48.7%	113
Most recent TV purchase: regular screen (13-26 in)	43	23.5%	100
HH owns large screen TV (27-35 in)	93	50.7%	109
Most recent TV purchase: large screen (27-35 in)	65	35.2%	112
HH owns big screen TV (36-42 in)	29	16.0%	83
Most recent TV purchase: big screen (36-42 in)	23	12.6%	89
HH owns giant screen TV (over 42 in)	21	11.2%	80
Most recent TV purchase: giant screen (over 42 in)	17	9.4%	83
HH owns LCD TV	28	15.5%	79
HH owns plasma TV	13	6.8%	85
HH owns projection TV	9	4.8%	90
HH owns video game system	59	32.3%	96
Purchased video game system in last 12 months	17	9.4%	86
HH owns video game system: handheld	27	14.6%	95
HH owns video game system: attached to TV/computer	53	28.7%	97
HH owns video game system: Game Boy	14	7.5%	110
HH owns video game system: Game Boy Advance/SP	14	7.4%	115
HH owns video game system: Nintendo DS	12	6.7%	86

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ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	8	4.1%	87
HH owns video game system: Nintendo Wii	10	5.2%	81
HH owns video game system: PlayStation 2	31	16.9%	102
HH owns video game system: PlayStation 3	7	3.7%	105
HH owns video game system: Sony PlayStation/PS One	8	4.6%	108
HH owns video game system: Sony PSP	3	1.4%	56
HH owns video game system: Xbox	11	5.9%	100
HH owns video game system: Xbox 360	9	4.9%	76
HH purchased 5+ video games in last 12 months	8	4.5%	67
HH spent \$101+ on video games in last 12 months	10	5.4%	67
Owns MP3 player	72	19.6%	73
Purchased MP3 player in last 12 months	24	6.6%	64
Owns Apple iPod	22	6.0%	54
Purchased Apple iPod in last 12 months	6	1.6%	48
Have any access to the Internet	297	80.9%	96
Have access to Internet: at home	228	62.0%	88
Have access to Internet: at work	105	28.7%	77
Have access to Internet: at school/library	91	24.7%	98
Have access to Internet: not hm/work/school/library	64	17.3%	90
Use Internet less than once a week	26	7.0%	178
Use Internet 1-2 times per week	29	7.9%	143
Use Internet 3-6 times per week	33	9.0%	112
Use Internet once a day	37	10.2%	91
Use Internet 2-4 times per day	54	14.8%	84
Use Internet 5 or more times per day	56	15.4%	61
Any Internet or online usage in last 30 days	236	64.2%	91
Used Internet in last 30 days: at home	191	52.1%	84
Used Internet in last 30 days: at work	81	22.2%	69
Used Internet in last 30 days: at school/library	23	6.3%	81
Used Internet/30 days: not home/work/school/library	29	7.9%	86
Internet last 30 days: used email	195	53.1%	85
Internet last 30 days: used Instant Messenger	73	19.8%	79
Internet last 30 days: paid bills online	88	24.0%	73
Internet last 30 days: visited online blog	25	6.8%	71
Internet last 30 days: wrote online blog	8	2.1%	59
Internet last 30 days: visited chat room	16	4.4%	94
Internet last 30 days: looked for employment	36	9.9%	75
Internet last 30 days: played games online	73	20.0%	95
Internet last 30 days: traded/tracked investments	25	6.7%	61
Internet last 30 days: downloaded music	44	12.1%	65
Internet last 30 days: made phone call	4	1.2%	30
Internet last 30 days: made personal purchase	87	23.6%	77
Internet last 30 days: made business purchase	23	6.4%	66
Internet last 30 days: made travel plans	39	10.6%	62
Internet last 30 days: watched online video	47	12.8%	67
Internet last 30 days: obtained new/used car info	27	7.4%	83
Internet last 30 days: obtained financial info	61	16.6%	69
Internet last 30 days: obtained medical info	53	14.4%	87
Internet last 30 days: obtained latest news	107	29.2%	76
Internet last 30 days: obtained real estate info	25	6.8%	63

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	64	17.5%	75
Ordered anything on Internet in last 12 months	112	30.4%	88
Ordered on Internet/12 mo: airline ticket	29	7.8%	47
Ordered on Internet/12 mo: CD/tape	11	3.1%	68
Ordered on Internet/12 mo: clothing	43	11.7%	81
Ordered on Internet/12 mo: computer	6	1.7%	48
Ordered on Internet/12 mo: computer peripheral	12	3.1%	75
Ordered on Internet/12 mo: DVD	18	4.9%	75
Ordered on Internet/12 mo: flowers	7	1.8%	41
Ordered on Internet/12 mo: software	14	3.9%	67
Ordered on Internet/12 mo: tickets (concerts etc.)	18	4.9%	51
Ordered on Internet/12 mo: toy	13	3.6%	71
Purchased item from amazon.com in last 12 months	38	10.5%	74
Purchased item from barnes&noble.com in last 12 mo	5	1.3%	43
Purchased item from bestbuy.com in last 12 months	6	1.7%	65
Purchased item from ebay.com in last 12 months	36	9.9%	105
Purchased item from walmart.com in last 12 months	16	4.4%	106
Spent on Internet orders last 12 months: <\$100	29	8.0%	145
Spent on Internet orders last 12 months: \$100-199	17	4.7%	86
Spent on Internet orders last 12 months: \$200-499	31	8.5%	101
Spent on Internet orders last 12 months: \$500+	31	8.4%	58
Connection to Internet from home: dial-up modem	69	18.9%	226
Connection to Internet from home: cable modem	59	16.2%	60
Connection to Internet from home: DSL	73	19.9%	81
Connection to Internet from home: wireless	20	5.5%	40
Connection to Internet from home: any broadband	147	40.0%	68
DVDs rented in last 30 days: 1	5	1.4%	51
DVDs rented in last 30 days: 2	13	3.6%	77
DVDs rented in last 30 days: 3	6	1.7%	51
DVDs rented in last 30 days: 4	9	2.4%	63
DVDs rented in last 30 days: 5+	47	12.9%	97
Rented video tape/DVD last month: action/adventure	63	17.1%	85
Rented video tape/DVD last month: classic	15	4.2%	79
Rented video tape/DVD last month: comedy	68	18.5%	90
Rented video tape/DVD last month: drama	39	10.5%	78
Rented video tape/DVD last month: family/children	35	9.7%	107
Rented video tape/DVD last month: foreign	6	1.5%	83
Rented video tape/DVD last month: horror	29	8.0%	107
Rented video tape/DVD last month: romance	29	7.9%	105
Rented video tape/DVD last month: science fiction	16	4.5%	82
Rented video tape/DVD last mo at Blockbuster Video	24	6.4%	54
Rented video tape/DVD last mo at Hollywood Video	6	1.8%	40
Bought video tape/DVD last month: action/adventure	26	7.0%	85
Bought video tape/DVD last month: classic	12	3.3%	120
Bought video tape/DVD last month: comedy	27	7.4%	91
Bought video tape/DVD last month: drama	10	2.7%	63
Bought video tape/DVD last month: family/children	21	5.7%	97
Bought video tape/DVD last month: horror	13	3.7%	113
Bought video tape/DVD last month: romance	13	3.5%	139

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	7	1.8%	77
Bought blank video tape in last 6 months	38	10.4%	91
Bought 7+ blank video tapes in last 6 months	11	2.9%	115
DVDs purchased in last 30 days: 1	16	4.5%	88
DVDs purchased in last 30 days: 2	16	4.4%	92
DVDs purchased in last 30 days: 3-4	12	3.2%	71
DVDs purchased in last 30 days: 5+	21	5.8%	110
Bought any camera in last 12 months	51	14.0%	108
Spent on cameras in last 12 months: <\$100	20	5.3%	123
Spent on cameras in last 12 months: \$100-199	12	3.3%	108
Spent on cameras in last 12 months: \$200+	13	3.5%	89
Own APS (point & shoot or SLR) camera	8	2.1%	79
Own digital camera	126	34.4%	104
Bought digital camera in last 12 months	23	6.1%	92
Own digital point & shoot camera	97	26.5%	106
Bought digital point & shoot camera in last 12 mo	16	4.5%	88
Own digital SLR camera	32	8.7%	94
Bought digital SLR camera in last 12 months	6	1.7%	73
Own 35mm auto focus point & shoot camera	28	7.7%	163
Own 35mm auto focus single lens reflex camera	8	2.3%	91
Own 35mm auto focus zoom camera	29	7.8%	141
Own 35mm single lens reflex camera	11	3.0%	100
Own Canon camera	55	14.9%	95
Bought Canon camera in last 12 months	9	2.4%	115
Own Fuji camera	14	3.8%	94
Own Kodak camera	63	17.0%	145
Bought Kodak camera in last 12 months	12	3.1%	110
Own Nikon camera	18	5.0%	91
Own Olympus camera	11	2.9%	66
Own Polaroid camera	14	3.7%	155
Bought any camera accessory in last 12 months	170	46.3%	108
Bought film in last 12 months	85	23.2%	121
Bought film in last 12 months: <3 rolls	37	10.1%	113
Bought film in last 12 months: 3-6 rolls	29	8.0%	126
Bought film in last 12 months: 7+ rolls	19	5.1%	122
Bought film in last 12 mo: APS (color prints)	10	2.8%	102
Bought film in last 12 mo: instant developing	10	2.8%	136
Bought film in last 12 mo: 35mm (black & white)	2	0.5%	57
Bought film in last 12 mo: 35mm (color prints)	57	15.6%	136
Bought Fuji film in last 12 months	17	4.8%	92
Bought Kodak film in last 12 months	60	16.4%	138
Bought store-brand film in last 12 months	7	1.9%	89
Purchased film in last 12 mo: department store	24	6.5%	176
Purchased film in last 12 mo: discount store	28	7.6%	160

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	16	4.4%	93
Purchased film in last 12 mo: grocery store	9	2.6%	114
Purchased film in last 12 mo: 1 hour service store	12	3.3%	129
Had film processed at discount store	17	4.7%	140
Had film processed at drug store	17	4.5%	109
Had film processed at 1 hour service store	14	3.9%	131
Bought memory card for camera in last 12 months	21	5.8%	75
Own memory card for camera	98	26.8%	108

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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		505	512
Population 18+		367	382
Households		184	187
Median Household Income		\$56,601	\$62,676
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank	204	55.6%	113
Bank/financial institution: use savings & loan	42	11.4%	109
Bank/financial institution: use credit union	88	24.0%	106
Bank/financial institution: use fed savings bank	9	2.5%	107
Bank/financial institution: use mutual funds co	9	2.5%	75
Bank/financial institution: use Internet Bank	10	2.7%	63
Used ATM/cash machine in last 12 months	162	44.1%	87
Banked in person in last 12 months	208	56.7%	109
Banked by mail in last 12 months	21	5.7%	107
Banked by phone in last 12 months	58	15.8%	105
Did banking over the Internet in last 12 months	81	22.1%	81
Used direct deposit of paycheck in last 12 months	152	41.4%	107
Have interest checking account	126	34.3%	107
Have non-interest checking account	112	30.5%	115
Have money market account	36	9.8%	80
Have savings account	140	38.1%	105
Have 401K retirement savings	63	17.2%	97
Have IRA retirement savings	47	12.8%	85
Have auto loan for new car	48	13.1%	113
Have personal loan for education only	18	4.9%	121
Have personal loan-not for education	18	4.9%	195
Have home mortgage (1st)	70	19.1%	99
Have 2nd mortgage (equity loan)	23	6.3%	100
Have home equity line of credit	20	5.5%	91
Have personal line of credit	20	5.5%	120
Have overdraft protection	43	11.7%	88
Own any securities investment	96	26.2%	105
Own annuities	10	2.7%	90
Own certificate of deposit (6 months or less)	12	3.3%	93
Own certificate of deposit (more than 6 months)	22	6.0%	108
Own common/preferred stock in company you work for	9	2.5%	81
Own common stock in company you don't work for	19	5.2%	82
Own insured money market account (bank)	7	1.9%	93
Own shares in money market fund	25	6.8%	103
Own shares in mutual fund (bonds)	15	4.1%	69
Own shares in mutual fund (stock)	27	7.4%	78
Own any stock	29	7.9%	86
Own stock with market value <\$10000	10	2.7%	88
Own stock with market value \$10000-49999	8	2.2%	87
Own stock with market value \$50000+	6	1.6%	65

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	30		8.2%	119
Used financial planning counsel in last 12 months	24		6.5%	83
Used full service brokerage firm in last 12 months	16		4.4%	70
Own any credit/debit card (in own name)	267		72.8%	98
Own American Express card (in own name)	19		5.2%	42
Own Discover card (in own name)	46		12.5%	112
Own MasterCard (in own name)	117		31.9%	93
Own Visa (in own name)	172		46.9%	96
Own any department store credit card (in own name)	113		30.8%	99
Avg monthly credit card expenditures: <\$111	68		18.5%	134
Avg monthly credit card expenditures: \$111-225	26		7.1%	91
Avg monthly credit card expenditures: \$226-450	27		7.4%	98
Avg monthly credit card expenditures: \$451-700	19		5.2%	81
Avg monthly credit card expenditures: \$701+	25		6.8%	51

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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		505	512
Population 18+		367	382
Households		184	187
Median Household Income		\$56,601	\$62,676
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	123	66.8%	129
HH owns any bird	9	4.9%	168
HH owns any cat	66	35.9%	149
HH owns any dog	95	51.6%	136
HH owns 1 cat	30	16.3%	127
HH owns 2+ cats	36	19.6%	169
HH owns 1 dog	49	26.6%	114
HH owns 2+ dogs	46	25.0%	170
HH used canned cat food in last 6 months	27	14.7%	126
HH used <4 cans of cat food in last 7 days	10	5.4%	125
HH used 8+ cans of cat food in last 7 days	7	3.8%	106
HH used packaged dry cat food in last 6 months	64	34.8%	150
HH used <5 pounds of packaged dry cat food last mo	18	9.8%	120
HH used 11+ pounds of packaged dry cat food last mo	26	14.1%	196
HH used cat treats in last 6 months	26	14.1%	138
HH used cat litter in last 6 months	55	29.9%	146
HH used canned dog food in last 6 months	31	16.8%	127
HH used packaged dry dog food in last 6 months	93	50.5%	139
HH used <10 pounds of pkgd dry dog food last month	36	19.6%	118
HH used 25+ pounds of pkgd dry dog food last month	33	17.9%	163
HH used dog biscuits/treats in last 6 months	76	41.3%	139
HH used <2 packages of dog biscuits/treats last mo	34	18.5%	125
HH used 4+ packages of dog biscuits/treats last mo	19	10.3%	186
HH used flea/tick care prod for cat/dog last 12 mo	93	50.5%	149
HH member took pet to vet in last 12 mo: 1 time	32	17.4%	137
HH member took pet to vet in last 12 mo: 2 times	24	13.0%	118
HH member took pet to vet in last 12 mo: 3 times	16	8.7%	155
HH member took pet to vet in last 12 mo: 4 times	11	6.0%	144
HH member took pet to vet in last 12 mo: 5+ times	12	6.5%	117
Bought pet food from vet in last 12 months	12	6.5%	128
Bought flea control product from vet in last 12 mo	41	22.3%	167

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		505	512
Population 18+		367	382
Households		184	187
Median Household Income		\$56,601	\$62,676
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week	102	27.8%	93
Exercise at club 2+ times per week	22	6.0%	49
Exercise at other facility (not club) 2+ times/wk	22	6.0%	74
Own stationary bicycle	31	8.4%	150
Own treadmill	48	13.1%	133
Own weight lifting equipment	54	14.7%	114
Presently controlling diet	134	36.5%	88
Diet control for blood sugar level	28	7.6%	104
Diet control for cholesterol level	37	10.1%	100
Diet control to maintain weight	31	8.4%	75
Diet control for physical fitness	25	6.8%	68
Diet control for salt restriction	14	3.8%	114
Diet control for weight loss	45	12.3%	86
Used doctor's care/diet for diet method	12	3.3%	109
Used exercise program for diet method	19	5.2%	61
Used Weight Watchers as diet method	5	1.4%	45
Buy foods specifically labeled as fat-free	62	16.9%	96
Buy foods specifically labeled as high fiber	31	8.4%	74
Buy foods specifically labeled as high protein	10	2.7%	50
Buy foods specifically labeled as lactose-free	4	1.1%	59
Buy foods specifically labeled as low-calorie	33	9.0%	83
Buy foods specifically labeled as low-carb	23	6.3%	81
Buy foods specifically labeled as low-cholesterol	29	7.9%	96
Buy foods specifically labeled as low-fat	45	12.3%	92
Buy foods specifically labeled as low-sodium	24	6.5%	73
Buy foods specifically labeled as natural/organic	19	5.2%	62
Buy foods specifically labeled as sugar-free	46	12.5%	94
Used butter alternatives in last 6 months	15	4.1%	98
Used egg alternatives in last 6 months	42	11.4%	80
Used salt alternatives in last 6 months	105	28.6%	103
Drank meal/dietary supplement in last 6 months	18	4.9%	67
Used nutrition/energy bar in last 6 months	29	7.9%	56
Drank sports drink/thirst quencher in last 6 mo	103	28.1%	88
Used vitamin/dietary supplement in last 6 months	162	44.1%	91
Vitamin/dietary suppl used/6 mo: antioxidant	7	1.9%	65
Vitamin/dietary suppl used/6 mo: B complex	17	4.6%	95
Vitamin/dietary suppl used/6 mo: B complex+C	3	0.8%	42
Vitamin/dietary suppl used/6 mo: B-6	5	1.4%	67
Vitamin/dietary suppl used/6 mo: B-12	16	4.4%	77
Vitamin/dietary suppl used/6 mo: C	27	7.4%	88
Vitamin/dietary suppl used/6 mo: calcium	38	10.4%	96

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Health and Beauty Market Potential

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	17	4.6%	94
Vitamin/dietary suppl used/6 mo: E	17	4.6%	93
Vitamin/dietary suppl used/6 mo: garlic	4	1.1%	64
Vitamin/dietary suppl used/6 mo: glucosamine	16	4.4%	94
Vitamin/dietary suppl used/6 mo: multiple formula	41	11.2%	95
Vitamin/dietary suppl used/6 mo: multiple w/iron	16	4.4%	101
Vitamin/dietary suppl used/6 mo: mult w/minerals	20	5.5%	92
Vitamin/dietary suppl used/6 mo: zinc	6	1.6%	71
Vitamin/dietary suppl/6 mo: Caltrate 600	9	2.5%	93
Vitamin/dietary suppl/6 mo: Centrum	14	3.8%	65
Vitamin/dietary suppl/6 mo: Nature Made	15	4.1%	70
Visited doctor in last 12 months	294	80.1%	103
Visited doctor in last 12 months: 1-3 times	133	36.2%	107
Visited doctor in last 12 months: 4-7 times	76	20.7%	93
Visited doctor in last 12 months: 8+ times	85	23.2%	107
Visited doctor in last 12 mo: allergist	8	2.2%	91
Visited doctor in last 12 mo: cardiologist	25	6.8%	97
Visited doctor in last 12 mo: chiropractor	41	11.2%	150
Visited doctor in last 12 mo: dentist	136	37.1%	98
Visited doctor in last 12 mo: dermatologist	20	5.5%	76
Visited doctor in last 12 mo: ear/nose/throat	17	4.6%	101
Visited doctor in last 12 mo: eye	77	21.0%	101
Visited doctor in last 12 mo: general/family	177	48.2%	113
Visited doctor in last 12 mo: internist	21	5.7%	78
Visited doctor in last 12 mo: physical therapist	12	3.3%	72
Visited doctor in last 12 mo: podiatrist	8	2.2%	64
Visited doctor in last 12 mo: urologist	11	3.0%	78
Visited nurse practitioner in last 12 months	23	6.3%	149
Wear regular/sun/tinted prescription eyeglasses	138	37.6%	109
Wear bi-focals	80	21.8%	138
Wear disposable contact lenses	26	7.1%	109
Wear soft contact lenses	34	9.3%	105
Spent on contact lenses in last 12 mo: <\$100	8	2.2%	78
Spent on contact lenses in last 12 mo: \$100-199	14	3.8%	102
Spent on contact lenses in last 12 mo: \$200+	10	2.7%	90
Bought prescription eyewear: discount optical ctr	28	7.6%	96
Bought prescription eyewear: from eye doctor	118	32.2%	125
Bought prescription eyewear: retail optical chain	41	11.2%	101
Used prescription drug for allergy/hay fever	24	6.5%	93
Used prescription drug for anxiety/panic	15	4.1%	100
Used prescription drug for arthritis/rheumatism	10	2.7%	104
Used prescription drug for asthma	18	4.9%	120
Used prescription drug for backache/back pain	33	9.0%	122
Used prescription drug for depression	37	10.1%	171
Used prescr drug for diabetes (insulin dependent)	7	1.9%	97
Used prescr drug for diabetes (non-insulin)	16	4.4%	117
Used prescription drug for eczema/skin itch/rash	5	1.4%	65

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	37	10.1%	152
Used prescription drug for high blood pressure	63	17.2%	138
Used prescription drug for high cholesterol	40	10.9%	125
Used prescription drug for migraine headache	15	4.1%	110
Used prescription drug for sinus congest./headache	18	4.9%	101
Used prescription drug for urinary tract infection	9	2.5%	78
Used last 6 mo: adhesive bandages	227	61.9%	112
Used last 6 mo: athlete's foot/foot care product	51	13.9%	100
Used last 6 mo: cold/sinus/allergy med (nonprescr)	163	44.4%	93
Used last 6 mo: children's cold tablets/liquids	51	13.9%	92
Used last 6 mo: contact lens cleaning solution	48	13.1%	107
Used last 6 mo: cotton swabs	165	45.0%	94
Used last 6 mo: cough/sore throat drops (nonprescr)	172	46.9%	99
Used last 6 mo: cough syrup/suppressant (nonprescr)	121	33.0%	96
Used last 6 mo: children's cough syrup	39	10.6%	75
Used last 6 mo: diarrhea remedy	59	16.1%	98
Used last 6 mo: eye wash and drops	106	28.9%	95
Used last 6 mo: headache/pain reliever (nonprescr)	306	83.4%	99
Used last 6 mo: hemorrhoid remedy	40	10.9%	122
Used last 6 mo: indigestion/upset stomach remedy	166	45.2%	101
Used last 6 mo: lactose intolerance product	4	1.1%	31
Used last 6 mo: laxative/fiber supplement	46	12.5%	90
Used last 6 mo: medicated skin ointment	125	34.1%	108
Used last 6 mo: medicated throat remedy	33	9.0%	79
Used last 6 mo: nasal spray	49	13.4%	84
Used last 6 mo: pain reliever/fever reducer (kids)	69	18.8%	85
Used last 6 mo: pain relieving rub/liquid/patch	104	28.3%	112
Used last 6 mo: sleeping tablets (nonprescription)	15	4.1%	76
Used last 12 mo: sunburn remedy	63	17.2%	111
Used last 12 mo: suntan/sunscreen product	116	31.6%	82
Used last 12 mo: SPF 15+ suntan/sunscreen product	94	25.6%	85
Used last 6 mo: toothache/gum/canker sore remedy	64	17.4%	104
Used last 6 mo: vitamins for children	45	12.3%	83
Used body powder in last 6 months	106	28.9%	104
Used body powder <3 times in last 7 days	37	10.1%	85
Used body powder 8+ times in last 7 days	10	2.7%	125
Used body wash/shower gel in last 6 months	185	50.4%	97
Used breath freshener in last 6 months	158	43.1%	92
Used complexion care product in last 6 months	150	40.9%	86
Used complexion care product <7 times last week	33	9.0%	66
Used complexion care product 11+ times last week	54	14.7%	88
Used complexion care prod: dry facial skin type	20	5.5%	75
Used complexion care prod: normal facial skin type	49	13.4%	88
Used complexion care prod: oily facial skin type	16	4.4%	72
Used dental floss in last 6 months	220	59.9%	96

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	63	17.2%	85
Used denture adhesive/fixative in last 6 months	28	7.6%	122
Used denture cleaner in last 6 months	53	14.4%	130
Used deodorant/antiperspirant in last 6 months	344	93.7%	101
Used deodorant/antiperspirant <8 times last week	253	68.9%	100
Used deodorant/antiperspirant 15+ times last week	19	5.2%	86
Used disposable razor in last 6 months	196	53.4%	102
Used electric shaver in last 6 months	73	19.9%	106
Used hair coloring product (at home) last 6 months	72	19.6%	98
Used hair conditioner (at home) in last 6 months	214	58.3%	94
Used hair conditioning treatment (at home)/6 mo	66	18.0%	76
Used hair growth product in last 6 months	5	1.4%	60
Used hair mousse in last 6 months	65	17.7%	102
Used hair spray (at home) in last 6 months	153	41.7%	115
Used hair styling gel/lotion in last 6 months	85	23.2%	86
Used hand & body cream/lotion/oil in last 6 months	253	68.9%	95
Used hand & body cream/lotion/oil <5 times last wk	79	21.5%	100
Used hand & body cream/lotion/oil 9+ times last wk	77	21.0%	84
Used hand & body cream in last 6 months	52	14.2%	81
Used hand & body lotion in last 6 months	173	47.1%	96
Used hand & body oil in last 6 months	16	4.4%	84
Used lip care in last 6 months	216	58.9%	99
Used liquid soap/hand sanitizer in last 6 months	283	77.1%	100
Used mouthwash in last 6 months	232	63.2%	96
Used mouthwash <4 times in last 7 days	72	19.6%	91
Used mouthwash 8+ times in last 7 days	53	14.4%	91
Used shampoo (at home) in last 6 months	338	92.1%	100
Used shampoo plus conditioner prod (at home)/6 mo	51	13.9%	72
Used shaving cream/gel in last 6 months	210	57.2%	109
Used personal care soap (bar) in last 6 months	304	82.8%	99
Used personal care soap for antibacterial purpose	69	18.8%	98
Used personal care soap for complexion	16	4.4%	64
Used personal care soap for deodorant	66	18.0%	111
Use personal care soap for moisturizing	66	18.0%	83
Bought toothbrush in last 6 months	308	83.9%	98
Bought electric toothbrush in last 6 months	14	3.8%	57
Used toothpaste in last 6 months	348	94.8%	99
Used toothpaste <8 times in last 7 days	132	36.0%	112
Used toothpaste 15+ times in last 7 days	36	9.8%	60
Used toothpaste with baking soda in last 6 months	31	8.4%	74
Used toothpaste (gel) in last 6 months	106	28.9%	104
Used toothpaste (paste) in last 6 months	161	43.9%	91
Used whitening toothpaste in last 6 months	139	37.9%	109
Used tooth whitener (not toothpaste) last 6 months	25	6.8%	64
Had professional manicure/pedicure last 6 months	30	8.2%	48
Had professional facial/massage last 6 months	19	5.2%	55
Spent \$100+ at barber shops in last 6 months	12	3.3%	61
Spent \$100+ at beauty parlors in last 6 months	45	12.3%	77

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Restaurant Market Potential

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		505	512	
Population 18+		367	382	
Households		184	187	
Median Household Income		\$56,601	\$62,676	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 months		252	68.7%	95
Family restaurant/steak house last month: <2 times		95	25.9%	101
Family restaurant/steak house last month: 2-4 times		92	25.1%	93
Family restaurant/steak house last month: 5+ times		65	17.7%	91
Family restaurant/steak house last 6 months: breakfast		42	11.4%	87
Family restaurant/steak house last 6 months: lunch		84	22.9%	92
Family restaurant/steak house last 6 months: snack		2	0.5%	19
Family restaurant/steak house last 6 months: dinner		192	52.3%	99
Family restaurant/steak house last 6 months: weekday		131	35.7%	93
Family restaurant/steak house last 6 months: weekend		170	46.3%	104
Family restaurant/steak house last 6 months: Applebee's		94	25.6%	101
Family restaurant/steak house last 6 months: Bennigan's		3	0.8%	37
Family restaurant/steak house last 6 months: Bob Evans Farm		32	8.7%	190
Family restaurant/steak house last 6 months: Cheesecake Factory		7	1.9%	29
Family restaurant/steak house last 6 months: Chili's Grill & Bar		27	7.4%	63
Family restaurant/steak house last 6 months: Cracker Barrel		64	17.4%	157
Family restaurant/steak house last 6 months: Denny's		19	5.2%	57
Family restaurant/steak house last 6 months: Friendly's		14	3.8%	96
Family restaurant/steak house last 6 months: Golden Corral		35	9.5%	132
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		30	8.2%	70
Family restaurant/steak house last 6 months: Lone Star Steakhouse		11	3.0%	110
Family restaurant/steak house last 6 months: Old Country Buffet		9	2.5%	86
Family restaurant/steak house last 6 months: Olive Garden		53	14.4%	81
Family restaurant/steak house last 6 months: Outback Steakhouse		35	9.5%	83
Family restaurant/steak house last 6 months: Perkins		20	5.5%	150
Family restaurant/steak house last 6 months: Red Lobster		52	14.2%	105
Family restaurant/steak house last 6 months: Red Robin		10	2.7%	48
Family restaurant/steak house last 6 months: Ruby Tuesday		33	9.0%	108
Family restaurant/steak house last 6 months: Ryan's		18	4.9%	130
Family restaurant/steak house last 6 months: Sizzler		3	0.8%	27
Family restaurant/steak house last 6 months: T.G.I. Friday's		24	6.5%	64
Went to fast food/drive-in restaurant in last 6 months		329	89.6%	101
Went to fast food/drive-in restaurant <6 times/month		130	35.4%	101
Went to fast food/drive-in restaurant 6-13 times/month		115	31.3%	108
Went to fast food/drive-in restaurant 14+ times/month		84	22.9%	92
Fast food/drive-in last 6 months: breakfast		114	31.1%	113
Fast food/drive-in last 6 months: lunch		231	62.9%	107
Fast food/drive-in last 6 months: snack		52	14.2%	81
Fast food/drive-in last 6 months: dinner		195	53.1%	110

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	261	71.1%	107
Fast food/drive-in last 6 months: weekend	180	49.0%	102
Fast food/drive-in last 6 months: A & W	21	5.7%	126
Fast food/drive-in last 6 months: Arby's	117	31.9%	154
Fast food/drive-in last 6 months: Boston Market	3	0.8%	17
Fast food/drive-in last 6 months: Burger King	146	39.8%	110
Fast food/drive-in last 6 months: Captain D's	23	6.3%	122
Fast food/drive-in last 6 months: Carl's Jr.	1	0.3%	4
Fast food/drive-in last 6 months: Checkers	8	2.2%	68
Fast food/drive-in last 6 months: Chick-fil-A	47	12.8%	99
Fast food/drive-in last 6 months: Chipotle Mex. Grill	9	2.5%	40
Fast food/drive-in last 6 months: Chuck E. Cheese	10	2.7%	61
Fast food/drive-in last 6 months: Church's Fr. Chicken	4	1.1%	25
Fast food/drive-in last 6 months: Dairy Queen	85	23.2%	145
Fast food/drive-in last 6 months: Del Taco	1	0.3%	8
Fast food/drive-in last 6 months: Domino's Pizza	35	9.5%	71
Fast food/drive-in last 6 months: Dunkin' Donuts	27	7.4%	64
Fast food/drive-in last 6 months: Fuddruckers	7	1.9%	68
Fast food/drive-in last 6 months: Hardee's	43	11.7%	172
Fast food/drive-in last 6 months: Jack in the Box	11	3.0%	29
Fast food/drive-in last 6 months: KFC	116	31.6%	115
Fast food/drive-in last 6 months: Little Caesars	28	7.6%	104
Fast food/drive-in last 6 months: Long John Silver's	37	10.1%	159
Fast food/drive-in last 6 months: McDonald's	219	59.7%	107
Fast food/drive-in last 6 months: Panera Bread	27	7.4%	75
Fast food/drive-in last 6 months: Papa John's	21	5.7%	66
Fast food/drive-in last 6 months: Pizza Hut	97	26.4%	120
Fast food/drive-in last 6 months: Popeyes	8	2.2%	30
Fast food/drive-in last 6 months: Quiznos	18	4.9%	55
Fast food/drive-in last 6 months: Sonic Drive-In	46	12.5%	106
Fast food/drive-in last 6 months: Starbucks	26	7.1%	48
Fast food/drive-in last 6 months: Steak n Shake	26	7.1%	141
Fast food/drive-in last 6 months: Subway	124	33.8%	107
Fast food/drive-in last 6 months: Taco Bell	116	31.6%	98
Fast food/drive-in last 6 months: Wendy's	130	35.4%	114
Fast food/drive-in last 6 months: Whataburger	5	1.4%	28
Fast food/drive-in last 6 months: White Castle	13	3.5%	88
Fast food/drive-in last 6 months: eat in	162	44.1%	117
Fast food/drive-in last 6 months: home delivery	25	6.8%	65
Fast food/drive-in last 6 months: take-out/drive-thru	208	56.7%	108
Fast food/drive-in last 6 months: take-out/walk-in	70	19.1%	78

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		505	512
Population 18+		367	382
Households		184	187
Median Household Income		\$56,601	\$62,676
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	30	8.2%	83
Participated in archery	19	5.2%	195
Participated in backpacking/hiking	31	8.4%	90
Participated in baseball	23	6.3%	121
Participated in basketball	30	8.2%	87
Participated in bicycling (mountain)	12	3.3%	89
Participated in bicycling (road)	34	9.3%	96
Participated in boating (power)	25	6.8%	111
Participated in bowling	37	10.1%	86
Participated in canoeing/kayaking	19	5.2%	108
Participated in downhill skiing	5	1.4%	47
Participated in fishing (fresh water)	78	21.3%	162
Participated in fishing (salt water)	12	3.3%	72
Participated in football	22	6.0%	96
Participated in Frisbee	21	5.7%	105
Participated in golf	32	8.7%	84
Play golf < once a month	10	2.7%	69
Play golf 1+ times a month	15	4.1%	76
Participated in horseback riding	14	3.8%	126
Participated in hunting with rifle	41	11.2%	230
Participated in hunting with shotgun	32	8.7%	205
Participated in ice skating	7	1.9%	66
Participated in jogging/running	22	6.0%	57
Participated in martial arts	3	0.8%	58
Participated in motorcycling	16	4.4%	118
Participated in Pilates	7	1.9%	58
Participated in roller skating	7	1.9%	91
Participated in snowboarding	2	0.5%	28
Participated in soccer	10	2.7%	63
Participated in softball	19	5.2%	132
Participated in swimming	71	19.3%	99
Participated in target shooting	20	5.5%	141
Participated in tennis	12	3.3%	77
Participated in volleyball	17	4.6%	132
Participated in walking for exercise	97	26.4%	89
Participated in weight lifting	31	8.4%	72
Participated in yoga	12	3.3%	57
Spent on high end sports/recreation equipment/12 mo: <\$250	14	3.8%	86
Spent on high end sports/recreation equipment/12 mo: \$250+	11	3.0%	77
Attend sports event: auto racing (NASCAR)	31	8.4%	115
Attend sports event: auto racing (not NASCAR)	25	6.8%	107
Attend sports event: baseball game	43	11.7%	79

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March 27, 2012

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Sports and Leisure Market Potential

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	25	6.8%	86
Attend sports event: basketball game (pro)	19	5.2%	61
Attend sports event: football game (college)	33	9.0%	87
Attend sports event: football-Monday night game (pro)	18	4.9%	80
Attend sports event: football-weekend game (pro)	23	6.3%	69
Attend sports event: golf tournament	19	5.2%	93
Attend sports event: ice hockey game	18	4.9%	74
Attend sports event: soccer game	19	5.2%	84
Attend sports event: tennis match	14	3.8%	77
Attended adult education course in last 12 months	24	6.5%	99
Attended auto show in last 12 months	38	10.4%	125
Went to bar/night club in last 12 months	68	18.5%	97
Went to beach in last 12 months	62	16.9%	69
Attended dance performance in last 12 months	10	2.7%	61
Danced/went dancing in last 12 months	22	6.0%	63
Dined out in last 12 months	179	48.8%	99
Dine out < once a month	16	4.4%	93
Dine out once a month	28	7.6%	123
Dine out 2-3 times a month	41	11.2%	97
Dine out once a week	45	12.3%	106
Dine out 2+ times per week	34	9.3%	94
Gambled at casino in last 12 months	43	11.7%	73
Gambled at casino 6+ times in last 12 months	5	1.4%	50
Gambled in Atlantic City in last 12 months	5	1.4%	54
Gambled in Las Vegas in last 12 months	6	1.6%	34
Attended horse races in last 12 months	5	1.4%	46
Attended movies in last 6 months	180	49.0%	83
Attended movies in last 90 days: < once a month	108	29.4%	91
Attended movies in last 90 days: once a month	27	7.4%	72
Attended movies in last 90 days: 2-3 times a month	20	5.5%	81
Attended movies in last 90 days: once/week or more	5	1.4%	53
Prefer to see movie after second week of release	66	18.0%	76
Went to museum in last 12 months	20	5.5%	43
Attended music performance in last 12 months	74	20.2%	85
Attended country music performance in last 12 mo	26	7.1%	140
Attended rock music performance in last 12 months	27	7.4%	67
Attended classical music/opera performance/12 mo	9	2.5%	53
Went to live theater in last 12 months	27	7.4%	56
Visited a theme park in last 12 months	65	17.7%	82
Visited Disney World (FL)/12 mo: Magic Kingdom	6	1.6%	48
Visited any Sea World in last 12 months	4	1.1%	32
Visited any Six Flags in last 12 months	11	3.0%	52
Went to zoo in last 12 months	42	11.4%	90
Played backgammon in last 12 months	4	1.1%	54
Participated in book club in last 12 months	10	2.7%	86
Played billiards/pool in last 12 months	27	7.4%	76
Played bingo in last 12 months	15	4.1%	96
Did birdwatching in last 12 months	35	9.5%	153
Played board game in last 12 months	61	16.6%	102

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	85	23.2%	111
Played chess in last 12 months	10	2.7%	74
Cooked for fun in last 12 months	61	16.6%	80
Did crossword puzzle in last 12 months	54	14.7%	101
Participated in fantasy sports league last 12 mo	5	1.4%	42
Flew a kite in last 12 months	7	1.9%	67
Did furniture refinishing in last 12 months	16	4.4%	135
Did indoor gardening/plant care in last 12 months	36	9.8%	97
Participated in karaoke in last 12 months	12	3.3%	74
Bought lottery ticket in last 12 months	138	37.6%	109
Bought lottery ticket in last 12 mo: Daily Drawing	10	2.7%	56
Bought lottery ticket in last 12 mo: Instant Game	87	23.7%	149
Bought lottery ticket in last 12 mo: Lotto Drawing	73	19.9%	93
Played lottery: <3 times in last 30 days	55	15.0%	95
Played lottery: 3-7 times in last 30 days	48	13.1%	136
Played lottery: 8+ times in last 30 days	35	9.5%	102
Played musical instrument in last 12 months	22	6.0%	75
Did painting/drawing in last 12 months	22	6.0%	92
Did photography in last 12 months	53	14.4%	114
Read book in last 12 months	137	37.3%	92
Participated in trivia games in last 12 months	25	6.8%	113
Played video game in last 12 months	51	13.9%	104
Did woodworking in last 12 months	29	7.9%	168
Participated in word games in last 12 months	39	10.6%	112
Member of AARP	55	15.0%	97
Member of business club	3	0.8%	33
Member of charitable organization	24	6.5%	103
Member of church board	20	5.5%	127
Member of fraternal order	16	4.4%	123
Member of religious club	23	6.3%	98
Member of union	20	5.5%	103
Member of veterans club	17	4.6%	136
Bought any children`s toy/game in last 12 months	127	34.6%	100
Spent on toys/games in last 12 months: <\$50	27	7.4%	121
Spent on toys/games in last 12 months: \$50-99	14	3.8%	138
Spent on toys/games in last 12 months: \$100-199	25	6.8%	95
Spent on toys/games in last 12 months: \$200-499	35	9.5%	88
Spent on toys/games in last 12 months: \$500+	19	5.2%	90
Bought infant toy in last 12 months	30	8.2%	98
Bought pre-school toy in last 12 months	29	7.9%	98
Spent on toys/games (for child <6)/12 mo: <\$100	48	13.1%	118
Spent on toys/games (for child <6)/12 mo: \$100-199	20	5.5%	81
Spent on toys/games (for child <6)/12 mo: \$200+	19	5.2%	67
Bought for child in last 12 mo: boy action figure	24	6.5%	81
Bought for child in last 12 mo: girl action figure	5	1.4%	44
Bought for child in last 12 mo: bicycle	25	6.8%	99
Bought for child in last 12 mo: board game	49	13.4%	113

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ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

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Newtonsville village, OH (3955664)
Geography: Place

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	14	3.8%	113
Bought for child in last 12 mo: car	40	10.9%	118
Bought for child in last 12 mo: construction toy	17	4.6%	94
Bought for child in last 12 mo: large/baby doll	21	5.7%	88
Bought for child in last 12 mo: fashion doll	21	5.7%	112
Bought for child in last 12 mo: plush doll/animal	32	8.7%	104
Bought for child in last 12 mo: doll accessories	14	3.8%	95
Bought for child in last 12 mo: doll clothing	13	3.5%	86
Bought for child in last 12 mo: educational toy	42	11.4%	84
Bought for child in last 12 mo: electronic game	39	10.6%	114
Bought for child in last 12 mo: mechanical toy	19	5.2%	130
Bought for child in last 12 mo: model kit/set	11	3.0%	116
Bought for child in last 12 mo: sound game	8	2.2%	78
Bought for child in last 12 mo: water toy	30	8.2%	85
Bought for child in last 12 mo: word game	17	4.6%	120
Bought book in last 12 months	164	44.7%	89
Bought 1-3 books in last 12 months	72	19.6%	100
Bought 4-9 books in last 12 months	52	14.2%	91
Bought 10+ books in last 12 months	39	10.6%	70
Bought paperback book in last 12 months	123	33.5%	89
Bought <3 paperback books in last 12 months	48	13.1%	101
Bought 3-6 paperback books in last 12 months	43	11.7%	89
Bought 7+ paperback books in last 12 months	32	8.7%	74
Bought hardcover book in last 12 months	83	22.6%	81
Bought <3 hardcover books in last 12 months	40	10.9%	89
Bought 3-5 hardcover books in last 12 months	23	6.3%	78
Bought 6+ hardcover books in last 12 months	20	5.5%	69
Bought book (fiction) in last 12 months	88	24.0%	85
Bought book (non-fiction) in last 12 months	74	20.2%	79
Bought biography in last 12 months	20	5.5%	75
Bought children's book in last 12 months	34	9.3%	73
Bought cookbook in last 12 months	38	10.4%	95
Bought desk dictionary in last 12 months	4	1.1%	54
Bought history book in last 12 months	16	4.4%	58
Bought mystery book in last 12 months	33	9.0%	80
Bought personal/business self-help book last 12 mo	20	5.5%	76
Bought religious book (not bible) last 12 months	25	6.8%	90
Bought romance book in last 12 months	19	5.2%	79
Bought science fiction book in last 12 months	13	3.5%	78
Bought book through book club in last 12 months	18	4.9%	113
Bought book at book store in last 12 months	92	25.1%	75
Bought book at Barnes & Noble in last 12 months	39	10.6%	54
Bought book at Borders in last 12 months	25	6.8%	61
Bought book at convenience store in last 12 months	7	1.9%	86
Bought book at department store in last 12 months	40	10.9%	143
Bought book at drug store in last 12 months	7	1.9%	84
Bought book through Internet in last 12 mo	22	6.0%	59
Bought book through mail order in last 12 months	18	4.9%	144
Bought book at supermarket in last 12 months	20	5.5%	104
Bought book at warehouse store in last 12 months	13	3.5%	61

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

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Retail Goods and Services Expenditures

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

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Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Salt of the Earth	100.0%	Population	505	512
Top Rung	0.0%	Households	184	187
Suburban Splendor	0.0%	Families	146	148
Connoisseurs	0.0%	Median Age	39.4	40.6
Boomburbs	0.0%	Median Household Income	\$56,601	\$62,676
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		60	\$1,432.27	\$263,538
Men's		57	\$261.86	\$48,182
Women's		53	\$442.76	\$81,468
Children's		67	\$266.48	\$49,032
Footwear		43	\$177.72	\$32,700
Watches & Jewelry		89	\$172.29	\$31,700
Apparel Products and Services (1)		119	\$111.17	\$20,456
Computer				
Computers and Hardware for Home Use		88	\$168.85	\$31,069
Software and Accessories for Home Use		84	\$24.03	\$4,422
Entertainment & Recreation		95	\$3,055.25	\$562,165
Fees and Admissions		81	\$503.12	\$92,574
Membership Fees for Clubs (2)		81	\$133.33	\$24,533
Fees for Participant Sports, excl. Trips		83	\$88.76	\$16,333
Admission to Movie/Theatre/Opera/Ballet		79	\$120.23	\$22,121
Admission to Sporting Events, excl. Trips		88	\$52.50	\$9,659
Fees for Recreational Lessons		79	\$107.80	\$19,836
Dating Services		65	\$0.50	\$92
TV/Video/Audio		90	\$1,123.10	\$206,650
Community Antenna or Cable TV		96	\$688.83	\$126,744
Televisions		83	\$159.80	\$29,403
VCRs, Video Cameras, and DVD Players		87	\$17.73	\$3,262
Video Cassettes and DVDs		86	\$45.19	\$8,316
Video and Computer Game Hardware and Software		89	\$49.44	\$9,097
Satellite Dishes		94	\$1.19	\$218
Rental of Video Cassettes and DVDs		92	\$37.70	\$6,937
Streaming/Downloaded Video		71	\$1.00	\$184
Audio (3)		80	\$116.98	\$21,524
Rental and Repair of TV/Radio/Sound Equipment		69	\$5.24	\$965
Pets		124	\$534.77	\$98,398
Toys and Games (4)		96	\$140.33	\$25,820
Recreational Vehicles and Fees (5)		107	\$345.63	\$63,596
Sports/Recreation/Exercise Equipment (6)		78	\$141.95	\$26,118
Photo Equipment and Supplies (7)		93	\$96.32	\$17,722
Reading (8)		96	\$148.56	\$27,336
Catered Affairs (9)		87	\$21.47	\$3,951
Food		90	\$6,950.94	\$1,278,973
Food at Home		92	\$4,109.30	\$756,112
Bakery and Cereal Products		95	\$566.60	\$104,255
Meats, Poultry, Fish, and Eggs		89	\$921.97	\$169,643
Dairy Products		96	\$477.28	\$87,819
Fruits and Vegetables		87	\$686.77	\$126,365
Snacks and Other Food at Home (10)		93	\$1,456.68	\$268,029
Food Away from Home		88	\$2,841.64	\$522,861
Alcoholic Beverages		85	\$484.71	\$89,186
Nonalcoholic Beverages at Home		92	\$402.00	\$73,968

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



Retail Goods and Services Expenditures

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	112	\$1,943.38	\$357,583
Vehicle Loans	101	\$4,955.06	\$911,731
Health			
Nonprescription Drugs	102	\$104.81	\$19,284
Prescription Drugs	109	\$545.01	\$100,281
Eyeglasses and Contact Lenses	100	\$76.97	\$14,162
Home			
Mortgage Payment and Basics (11)	89	\$8,343.14	\$1,535,137
Maintenance and Remodeling Services	91	\$1,804.56	\$332,039
Maintenance and Remodeling Materials (12)	113	\$419.23	\$77,138
Utilities, Fuel, and Public Services	97	\$4,403.44	\$810,232
Household Furnishings and Equipment			
Household Textiles (13)	88	\$117.48	\$21,616
Furniture	83	\$501.50	\$92,276
Floor Coverings	99	\$74.53	\$13,714
Major Appliances (14)	104	\$314.36	\$57,842
Housewares (15)	78	\$66.79	\$12,290
Small Appliances	98	\$32.21	\$5,927
Luggage	87	\$8.05	\$1,482
Telephones and Accessories	58	\$24.59	\$4,525
Household Operations			
Child Care	79	\$366.79	\$67,490
Lawn and Garden (16)	101	\$420.79	\$77,425
Moving/Storage/Freight Express	68	\$41.07	\$7,558
Housekeeping Supplies (17)	95	\$665.29	\$122,414
Insurance			
Owners and Renters Insurance	102	\$473.16	\$87,061
Vehicle Insurance	92	\$1,071.41	\$197,140
Life/Other Insurance	108	\$451.69	\$83,110
Health Insurance	106	\$2,039.51	\$375,271
Personal Care Products (18)	89	\$353.12	\$64,974
School Books and Supplies (19)	91	\$97.32	\$17,906
Smoking Products	109	\$466.67	\$85,867
Transportation			
Vehicle Purchases (Net Outlay) (20)	94	\$4,142.89	\$762,291
Gasoline and Motor Oil	100	\$2,862.24	\$526,651
Vehicle Maintenance and Repairs	92	\$871.72	\$160,397
Travel			
Airline Fares	74	\$341.51	\$62,838
Lodging on Trips	88	\$383.21	\$70,510
Auto/Truck/Van Rental on Trips	71	\$25.97	\$4,778
Food and Drink on Trips	90	\$389.83	\$71,728

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



Retail Goods and Services Expenditures

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		505	512
Households		184	187
Families		146	148
Median Age		39.4	40.6
Median Household Income		\$56,601	\$62,676
	Spending Potential Index	Average Amount Spent	Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	96	\$4.56	\$838
Gasoline	99	\$2,781.71	\$511,835
Motor Oil	111	\$13.17	\$2,423
Vehicle Parts/Equipment and Accessories	100	\$56.05	\$10,314
Tire Purchase/Replacement	102	\$146.94	\$27,037
Vehicle Audio/Video Equipment and Installation	70	\$4.99	\$919
Vehicle Cleaning Products and Services	78	\$6.37	\$1,172
Services			
Auto Repair Service Policy	87	\$14.42	\$2,653
Membership Fees for Automobile Service Clubs	95	\$20.85	\$3,836
Global Positioning Services	106	\$2.68	\$494
Vehicle Air Conditioning Repair	82	\$14.36	\$2,642
Vehicle Body Work and Painting	93	\$35.46	\$6,524
Vehicle Brake Work	92	\$73.10	\$13,450
Vehicle Clutch/Transmission Repair	90	\$41.45	\$7,626
Vehicle Cooling System Repair	84	\$24.34	\$4,479
Vehicle Drive Shaft and Rear-end Repair	86	\$7.43	\$1,367
Vehicle Electrical System Repair	89	\$30.90	\$5,685
Vehicle Exhaust System Repair	92	\$12.36	\$2,274
Vehicle Front End Alignment/Wheel Balance & Rotation	97	\$17.98	\$3,308
Lube/Oil Change and Oil Filters	105	\$94.07	\$17,309
Vehicle Motor Repair/Replacement	82	\$75.72	\$13,932
Vehicle Motor Tune-up	71	\$43.95	\$8,086
Vehicle Shock Absorber Replacement	98	\$6.55	\$1,206
Vehicle Steering/Front End Repair	99	\$27.47	\$5,054
Tire Repair and Other Repair Work	95	\$61.86	\$11,382

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.
Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

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Demographic Summary		2010	2015
Population		505	512
Households		184	187
Families		146	148
Median Age		39.4	40.6
Median Household Income		\$56,601	\$62,676
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	101	\$5,514.80	\$1,014,723
Savings Accounts	101	\$13,298.94	\$2,447,006
U.S. Savings Bonds	113	\$463.48	\$85,281
Stocks, Bonds & Mutual Funds	93	\$36,271.55	\$6,673,965
Annual Changes			
Checking Accounts	44	\$115.42	\$21,237
Savings Accounts	103	\$402.00	\$73,968
U.S. Savings Bonds	420	\$10.05	\$1,849
Earnings			
Dividends, Royalties, Estates, Trusts	90	\$888.58	\$163,498
Interest from Savings Accounts or Bonds	90	\$821.91	\$151,232
Retirement Plan Contributions	95	\$1,308.55	\$240,774
Liabilities			
Original Mortgage Amount	70	\$15,000.32	\$2,760,059
Vehicle Loan Amount 1	99	\$2,688.20	\$494,629
Amount Paid: Interest			
Home Mortgage	81	\$3,782.84	\$696,042
Lump Sum Home Equity Loan	92	\$120.22	\$22,121
New Car/Truck/Van Loan	91	\$190.57	\$35,066
Used Car/Truck/Van Loan	104	\$168.48	\$31,000
Amount Paid: Principal			
Home Mortgage	92	\$1,830.84	\$336,874
Lump Sum Home Equity Loan	100	\$167.04	\$30,736
New Car/Truck/Van Loan	97	\$1,074.91	\$197,783
Used Car/Truck/Van Loan	110	\$832.09	\$153,104
Checking Account and Banking Service Charges	86	\$23.78	\$4,376
Finance Charges, excluding Mortgage/Vehicle	87	\$213.98	\$39,373

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

1 Vehicle Loan Amount is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



House and Home Expenditures

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

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2010 Housing Summary		2010 Demographic Summary	
Housing Units	192	Population	505
2010-2015 Percent Change	3.65%	Households	184
Percent Occupied	95.8%	Families	146
Percent Owner HHs	85.9%	Median Age	39.4
Median Home Value	\$122,685	Median Household Income	\$56,601
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	90	\$10,620.98	\$1,954,260
Mortgage Interest	81	\$3,782.84	\$696,042
Mortgage Principal	92	\$1,830.84	\$336,874
Property Taxes	99	\$2,193.01	\$403,514
Homeowners Insurance	103	\$465.04	\$85,568
Ground Rent	98	\$71.41	\$13,140
Maintenance and Remodeling Services	91	\$1,804.56	\$332,039
Maintenance and Remodeling Materials	113	\$419.23	\$77,138
Property Management and Security	63	\$54.06	\$9,947
Rented Dwellings	48	\$1,631.34	\$300,166
Rent	47	\$1,520.35	\$279,744
Rent Received as Pay	60	\$55.24	\$10,165
Renters' Insurance	62	\$8.11	\$1,493
Maintenance and Repair Services	76	\$16.10	\$2,963
Maintenance and Repair Materials	59	\$31.52	\$5,800
Owned Vacation Homes	74	\$342.82	\$63,079
Mortgage Payment	76	\$154.37	\$28,404
Property Taxes	85	\$96.25	\$17,711
Homeowners Insurance	88	\$12.98	\$2,389
Maintenance and Remodeling	56	\$65.61	\$12,071
Property Management and Security	79	\$13.61	\$2,504
Housing While Attending School	102	\$83.02	\$15,276
Household Operations	86	\$1,363.80	\$250,938
Child Care	79	\$366.79	\$67,490
Care for Elderly or Handicapped	112	\$81.21	\$14,943
Appliance Rental and Repair	99	\$24.03	\$4,422
Computer Information Services	91	\$222.10	\$40,866
Home Security System Services	76	\$19.85	\$3,652
Non-Apparel Household Laundry/Dry Cleaning	10	\$3.87	\$712
Housekeeping Services	73	\$112.48	\$20,697
Lawn and Garden	101	\$420.79	\$77,425
Moving/Storage/Freight Express	68	\$41.07	\$7,558
PC Repair (Personal Use)	92	\$8.11	\$1,493
Reupholstering/Furniture Repair	72	\$5.74	\$1,057
Termite/Pest Control	84	\$20.47	\$3,767
Water Softening Services	164	\$9.18	\$1,688
Internet Services Away from Home	79	\$2.12	\$391
Voice Over IP Service	82	\$5.49	\$1,011
Other Home Services (1)	89	\$20.47	\$3,767

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



House and Home Expenditures

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	97	\$4,403.44	\$810,232
Bottled Gas	189	\$127.97	\$23,546
Electricity	96	\$1,623.22	\$298,673
Fuel Oil	138	\$154.87	\$28,496
Natural Gas	102	\$665.48	\$122,448
Telephone Services	93	\$1,342.39	\$246,999
Water and Other Public Services	86	\$473.41	\$87,107
Coal/Wood/Other Fuel	187	\$16.10	\$2,963
Housekeeping Supplies	95	\$665.29	\$122,414
Laundry and Cleaning Supplies	93	\$176.22	\$32,424
Postage and Stationery	96	\$196.32	\$36,122
Other HH Products (2)	96	\$292.76	\$53,868
Household Textiles	88	\$117.48	\$21,616
Bathroom Linens	83	\$14.73	\$2,711
Bedroom Linens	88	\$54.43	\$10,015
Kitchen and Dining Room Linens	81	\$2.50	\$459
Curtains and Draperies	82	\$23.53	\$4,330
Slipcovers, Decorative Pillows	82	\$3.50	\$643
Materials for Slipcovers/Curtains	115	\$17.60	\$3,239
Other Linens	68	\$1.19	\$218
Furniture	83	\$501.50	\$92,276
Mattresses and Box Springs	81	\$64.92	\$11,945
Other Bedroom Furniture	77	\$82.15	\$15,115
Sofas	81	\$123.03	\$22,638
Living Room Tables and Chairs	87	\$72.35	\$13,312
Kitchen, Dining Room Furniture	84	\$52.31	\$9,625
Infant Furniture	87	\$9.68	\$1,780
Outdoor Furniture	106	\$28.15	\$5,180
Wall Units, Cabinets, Other Furniture (3)	87	\$68.91	\$12,680
Major Appliances	104	\$314.36	\$57,842
Dishwashers and Disposals	108	\$29.53	\$5,433
Refrigerators and Freezers	97	\$79.46	\$14,621
Clothes Washers	106	\$52.93	\$9,740
Clothes Dryers	111	\$42.20	\$7,764
Cooking Stoves and Ovens	102	\$48.19	\$8,867
Microwave Ovens	86	\$10.99	\$2,021
Window Air Conditioners	108	\$7.55	\$1,390
Electric Floor Cleaning Equipment	109	\$24.53	\$4,514
Sewing Machines and Miscellaneous Appliances	118	\$18.98	\$3,492

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	99	\$74.53	\$13,714
Housewares	78	\$66.79	\$12,290
Small Appliances	98	\$32.21	\$5,927
Window Coverings	69	\$26.84	\$4,939
Lamps and Other Lighting Fixtures	89	\$21.10	\$3,882
Infant Equipment	22	\$4.49	\$827
Rental of Furniture	69	\$3.18	\$586
Laundry and Cleaning Equipment	97	\$21.66	\$3,986
Closet and Storage Items	17	\$4.18	\$770
Luggage	87	\$8.05	\$1,482
Clocks and Other Household Decoratives	23	\$47.88	\$8,809
Telephones and Accessories	58	\$24.59	\$4,525
Telephone Answering Devices	111	\$0.94	\$172
Grills and Outdoor Equipment	22	\$11.42	\$2,102
Power Tools	97	\$30.90	\$5,685
Hand Tools	93	\$9.61	\$1,769
Office Furniture/Equipment for Home Use	86	\$14.04	\$2,584
Computers and Hardware for Home Use	88	\$168.85	\$31,069
Software and Accessories for Home Use	84	\$24.03	\$4,422
Other Household Items (4)	94	\$97.63	\$17,964

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

Made with Esri Business Analyst



Medical Expenditures

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		505	512
Households		184	187
Families		146	148
Median Household Income		\$56,601	\$62,676
Males per 100 Females		98.8	96.2
Population By Age			
Population <5 Years		6.8%	6.2%
Population 5-17 Years		20.1%	19.8%
Population 65+ Years		10.9%	13.2%
Median Age		39.4	40.6
	Spending Potential Index	Average Amount Spent	Total
Health Care	104	\$3,874.41	\$712,891
Medical Care	102	\$1,834.89	\$337,621
Physician Services	99	\$225.22	\$41,440
Dental Services	96	\$310.99	\$57,221
Eyecare Services	104	\$51.94	\$9,556
Lab Tests, X-Rays	111	\$60.99	\$11,221
Hospital Room and Hospital Services	101	\$138.83	\$25,544
Convalescent or Nursing Home Care	59	\$13.61	\$2,504
Other Medical services (1)	108	\$120.35	\$22,144
Nonprescription Drugs	102	\$104.81	\$19,284
Prescription Drugs	109	\$545.01	\$100,281
Nonprescription Vitamins	93	\$52.81	\$9,717
Medicare Prescription Drug Premium	109	\$53.93	\$9,924
Eyeglasses and Contact Lenses	100	\$76.97	\$14,162
Hearing Aids	102	\$22.10	\$4,066
Medical Equipment for General Use	101	\$6.37	\$1,172
Other Medical Supplies (2)	100	\$51.00	\$9,384
Health Insurance	106	\$2,039.51	\$375,271
Blue Cross/Blue Shield	107	\$601.50	\$110,676
Commercial Health Insurance	104	\$390.08	\$71,774
Health Maintenance Organization	93	\$308.68	\$56,797
Medicare Payments	107	\$442.26	\$81,376
Long Term Care Insurance	98	\$82.27	\$15,138
Other Health Insurance (3)	127	\$214.73	\$39,511

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

(2) Other Medical Supplies includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Health Insurance includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Newtonsville, OH
Newtonsville village, OH (3955664)
Geography: Place

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		505	512
Households		184	187
Families		146	148
Median Age		39.4	40.6
Median Household Income		\$56,601	\$62,676
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	81	\$503.12	\$92,574
Admission to Movies, Theater, Opera, Ballet	79	\$120.22	\$22,121
Admission to Sporting Events, excl.Trips	88	\$52.50	\$9,659
Fees for Participant Sports, excl.Trips	83	\$88.76	\$16,333
Fees for Recreational Lessons	79	\$107.80	\$19,836
Membership Fees for Social/Recreation/Civic Clubs	81	\$133.33	\$24,533
Dating Services	65	\$0.50	\$92
Rental of Video Cassettes and DVDs	92	\$37.70	\$6,937
Toys & Games	96	\$140.32	\$25,820
Toys and Playground Equipment	97	\$136.83	\$25,177
Play Arcade Pinball/Video Games	89	\$1.69	\$310
Online Entertainment and Games	78	\$1.81	\$333
Recreational Vehicles and Fees	107	\$345.63	\$63,596
Docking and Landing Fees for Boats and Planes	90	\$6.37	\$1,172
Camp Fees	102	\$29.28	\$5,387
Purchase of RVs or Boats	109	\$303.68	\$55,878
Rental of RVs or Boats	74	\$6.30	\$1,160
Sports, Recreation and Exercise Equipment	78	\$141.95	\$26,118
Exercise Equipment and Gear, Game Tables	79	\$64.48	\$11,865
Bicycles	76	\$15.04	\$2,768
Camping Equipment	43	\$6.18	\$1,137
Hunting and Fishing Equipment	74	\$28.53	\$5,249
Winter Sports Equipment	93	\$5.99	\$1,103
Water Sports Equipment	126	\$8.43	\$1,551
Other Sports Equipment	110	\$10.42	\$1,918
Rental/Repair of Sports/Recreation/Exercise Equipment	72	\$2.87	\$528
Photographic Equipment and Supplies	93	\$96.32	\$17,722
Film	107	\$7.87	\$1,447
Film Processing	108	\$24.28	\$4,468
Photographic Equipment	87	\$37.14	\$6,834
Photographer Fees/Other Supplies & Equip Rental/Repair	88	\$27.03	\$4,973
Reading	96	\$148.56	\$27,336
Magazine/Newspaper Subscriptions	103	\$65.11	\$11,980
Magazine/Newspaper Single Copies	107	\$20.41	\$3,756
Books	87	\$63.05	\$11,601

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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